

The United States Mint

U.S. Mint Genuine Campaign May '05 Final Report

June, 2005
National Analysts

PROPRIETARY INFORMATION

Not for use or disclosure outside U. S. Mint except under written agreement

© 2005 National Analysts, Inc.

An unpublished work

All rights reserved

Table of Contents...

	Page
I. Background & Objectives	3
II. Methodology	6
III. Key Genuine Campaign Impacts	15
IV. U.S. Mint Customer & Non-Customer Profile	19
V. Recognition of The U.S. Mint & Competitors	29
VI. Attitudes Towards The U.S. Mint & Competitors' Products	51
VII. Attitudes Towards Coins & Coin Collecting	57
VIII. Coin & Coin-Related Behaviors	69
IX. Q50 Awareness, Attitudes & Behaviors	76
X. Conclusions & Recommendations	91
Glossary	95
Appendix	96

WITH REVENUE DECLINES IN 2001 & 2002, THE U.S. MINT LAUNCHED AN AGGRESSIVE ADVERTISING CAMPAIGN TO BOLSTER ITS RECOGNITION AS A HIGH QUALITY PROVIDER OF U.S. COINS

- The “Genuine United States Mint” advertising program features core products to let the public know that the U.S. Mint *brand* stands for the highest quality products that can be shared by generations of Americans; the campaign focuses on...
 - Gift giving
 - Coin collecting as a family tradition
 - American history
 - United States Mint products as cultural icons
- Broadcast and print advertising were used to communicate these themes
 - Times included: 11/02-12/02; 6/03-8/03; 7/04-12/04; and, most recently, 2/05-5/05
 - Broadcast included: network and cable television
 - Print included: national papers/magazines (e.g., USA Today, Newsweek, TV Guide, etc.)

ASIDE FROM INCREASING ITS RECOGNITION, THE U.S. MINT INITIATED ITS "GENUINE" PROGRAM TO REVITALIZE COIN COLLECTING AND PLANT THE SEEDS FOR MORE SUSTAINED SALES GROWTH

- Because prior research has shown that the U.S. Mint is often confused with some of its noteworthy competitors (e.g., Franklin Mint, etc.), a desire to build a *stronger brand identity* became paramount; specifically to...
 - Increase accurate recognition
 - Strengthen associations with particular core products (e.g., proof sets, etc.)
 - Differentiate itself from private Mints and other coin sources
- In addition, prior research has indicated that individuals who are encouraged to collect coins at an early age are apt to continue into adulthood and, thereafter, to pass on this interest to their children or grandchildren
- Thus, the "Genuine United States Mint" advertising campaign has, as one of its goals, to educate the American public about coins and coin collecting to...
 - Acquire new, more committed customers
 - Retain and increase sales from existing customers

Objectives...

THE U.S. MINT COMMISSIONED NATIONAL ANALYSTS TO DETERMINE IF ITS BRAND IDENTITY IS BEING STRENGTHENED AND INTEREST IN COIN COLLECTING IS RISING IN THE CONTEXT OF THE CAMPAIGN

- Two phases of research were initially commissioned and completed in 2002/2003
 - Phase I: To establish baseline awareness, attitudes, and behaviors (11/02)
 - Phase II: To determine the campaign's impact, if any, on the brand (9/03)
- Two additional phases were commissioned to continue to determine what, if any, impact the campaign is having on the brand and interest in coin collecting
 - Phase III: Conducted concurrently with summer media blitz (8/04)
 - Phase IV: Conducted immediately following the first Spring 2005 flight*
- All surveys measure U.S. Mint customers' and non-customers' ...
 - Recognition of the Mint and key competitors
 - Attitudes towards the U.S. Mint
 - Attitudes towards coin collecting
 - Coin and coin-related behaviors
 - Q50 awareness, attitudes, and behaviors

* The report presents the findings and implications for the April/May 2005 survey compared to the prior three phases.

TWO SAMPLING FRAMES – U.S. MINT CUSTOMERS AND AN RDD LIST – WERE USED TO IDENTIFY CUSTOMERS AND NON-CUSTOMERS FOR THIS CURRENT PHASE, CORRESPONDING TO THE SPRING 2005 FLIGHT

- A list of U.S. Mint customers was provided to National Analysts
 - Stratified into five buyer segments based upon each customer's total annual expenditures and number of buying occasions in the past year
- Furthermore, a new random-digit-dial (RDD) telephone sample was selected for this wave from telephone exchanges and working banks of four-digit numbers that included both listed and unlisted telephone numbers throughout the U.S.
 - Served to identify non-U.S. Mint coin collectors and non-collectors (i.e., non-U.S. Mint customers)
- Together, both samples were designed to yield approximately 1,500 completed interviews

DURING THE FOUR-WEEK PERIOD IMMEDIATELY FOLLOWING THE FIRST FLIGHT OF SPRING 2005 ADS MORE THAN 1,500 COMPUTER-ASSISTED TELEPHONE INTERVIEWS WERE COMPLETED

- Overall, 1,504 interviews were completed during the designated data collection period, lasting an average of 28 minutes each
- Interviews were conducted with either the sampled U.S. Mint customer (from U.S. Mint sample) or an adult 18 years of age or older, if part of the RDD sample
 - Individuals were screened to ascertain relevant collecting/coin purchasing behaviors
 - RDD respondents who had made U.S. Mint purchases were treated as customers
 - U.S. Mint sampled customers claiming not to have made a purchase were terminated

(Continued)

- The distribution of completed interviews by the various sampling strata are shown in Table 1 below

Table 1
Distribution of Completed Interviews by Sampling Cell

Respondent Type	U.S. Mint Customer Sample Frame	RDD List Sample Frame	Total
<i>U.S. Mint Customers</i>	676	34	710
Less than \$100 past year spend	288	18	306
\$100 to \$499 past year spend	292	12	304
\$500 or more past year spend	96	4	100
<i>Non-U.S. Mint Customers</i>	0	794	794
U.S. Coin Collectors	0	394	394
Non-Coin Collectors	0	400	400
TOTAL	676	828	1,504

THE QUESTIONNAIRE, DEVELOPED IN CONJUNCTION WITH THE U.S. MINT, WAS IDENTICAL TO THE PREVIOUS FOLLOW-UP SURVEY, EXCEPT FOR MODIFICATIONS TO THE ADVERTISING THEMES

- The questionnaire contained a total of six areas of inquiry...
 - Attitudes towards coin collecting
 - Recognition of the Mint and competitors and their products
 - Advertising recall
 - Attitudes towards buying U.S. Mint and competitors' products
 - In-depth Q50 current and future coin collecting habits
 - Demographics and media habits
- With respect to advertising recall, questions were added in this survey to gauge recall of the specific products being featured in the Spring 2005 ads
 - Unaided recall
 - Aided recall

(Continued)

- Evaluations for four key competitors of the U.S. Mint were included in this survey
 - The Franklin Mint (perceived as the primary competitor)
 - TV shopping programs (e.g., the Home Shopping Network, QVC, etc.)
 - Internet auction sites (e.g., eBay)
 - Regional or local coin dealers
- To ensure that evaluations of both the U.S. Mint and other private Mints were obtained without creating undue burden on survey respondents (i.e., exceeding approximately 30 minutes in interview length), a randomization technique was employed
 - Each respondent was asked to rate the U.S. Mint, the Franklin Mint, and one of the other coin purchasing providers (see list above)
- A copy of the full questionnaire used in the May 2005 survey can be found in the appendix

PRIOR TO COMPLETING THE ANALYSIS, THE DATA WERE CLEANED AND WEIGHTED TO REFLECT U.S. MINT CUSTOMER TOTALS, AS WELL AS THE UNIVERSE OF NON-U.S. MINT CUSTOMERS IN THE U.S.

- All completed interviews were reviewed for logic and consistency and classified into their correct U.S. Mint customer and non-U.S. Mint customer stratum, based upon the survey responses
- Customer population totals obtained from the U.S. Mint and adult population totals from the U.S. Census provided preliminary weighting targets for U.S. Mint customers and non-customers
- Weights were constructed so that the sample represented the estimated size of the customer population within the U.S. Mint expenditure and first-time/ repeat buyer strata and the remaining adult U.S. population at the time of the May '05 study; respondents were...
 - Given initial base weights reflecting their respective sampling strata
 - Post-stratified by spending and first time/repeat buyer status (using both self-reports and sample data)

Methodology... Data Preparation & Weighting

- Table 2 below shows the distribution of interviews and weighted estimated population totals following post-stratification

Table 2
Distribution of Survey Respondents & Estimated Population Totals by Sampling Strata

Respondent Type	# of Respondents	Estimated Total Population
<i>U.S. Mint Customers</i>	710	1,227,044
<i>Less than \$100 past year spend</i>	306	661,874
First-time buyers	201	166,702
Repeat buyers	105	495,172
<i>\$100-\$499 past year spend</i>	304	450,087
First-time buyers	198	86,648
Repeat buyers	106	363,439
<i>\$500 or more past year spend</i>	100	115,083
<i>Non-U.S. Mint Customers</i>	794	212,804,952
Total	1,504	214,031,996


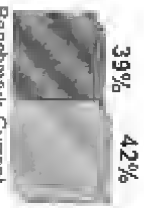


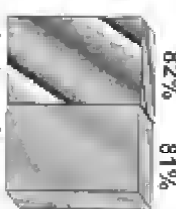

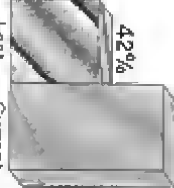
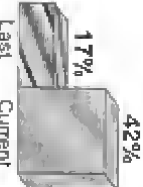

THE 5/05 SURVEY ANALYSIS FOCUSES ON AWARENESS, ATTITUDES, AND BEHAVIORS RELATED TO COINS, COIN COLLECTING, AND THE U.S. MINT AND ITS COMPETITORS, INCLUDING ITS Q50 PROGRAM

- First, U.S. Mint customers and non-U.S. Mint customers are compared in terms of their demographics and media habits; results provide...
 - Clues for future advertising placement decisions
 - Insights into any demographic shifts among U.S. Mint customers
- Second, U.S. Mint customers and non-U.S. Mint customers are compared on each of the key advertising effectiveness outcomes – at this wave and to the benchmark (11/02), first follow-up (9/03), and second follow-up (8/04) surveys
 - Recognition of the U.S. Mint and competitors (overall, advertising, product recall)
 - Attitudes towards, and perceptions of the U.S. Mint and its products
 - Attitudes towards coin collecting
 - Coin and coin-related behaviors
 - Q50 awareness, attitudes, and behaviors

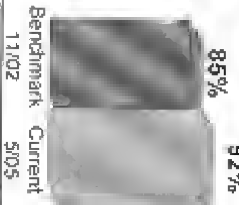

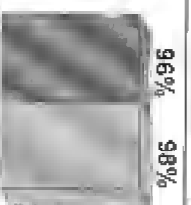

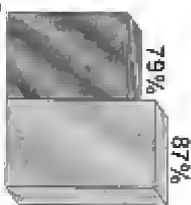
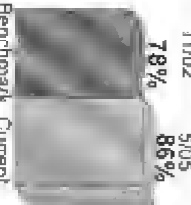

(Continued)

- In addition, where appropriate, the May '05 survey (designated as "5/05") is compared to other previous research efforts; comparisons are made to...
 - Last wave's survey – 8/04
 - The Benchmark survey – 11/02
- The following guidelines should be kept in mind as the report is being reviewed
 - The terms "general public" and "American public" refer to the entire U.S. adult population – both U.S. Mint and non-U.S. Mint customers
 - Some tables include a "total sample" column that represents both U.S. Mint customers and non-customers; the latter group dominates the total and is presented simply for comprehensiveness
 - Some differences between the Recognition and Brand Tracking surveys may be attributable to differences in data collection methodology – the former are entirely telephone; the latter included both telephone and mail data collection
- Statistically significant changes (at 95% C.I.) are indicated on the charts
 - Increases denoted by a "++" symbol
 - Decreases denoted by a "--" symbol

Key Genuine Campaign Impacts: Advertising...

		<u>U.S. Mint Customers</u> 75% 77%		<u>Non-Mint Customers</u>	
AD RECALL <i>(aided)</i>	AD THEMES RECALL <i>(among ad aware)</i> <i>(% 3 or more correct themes)</i>				
		 <div><\$100 = 22% vs. 47% \$100-\$499 = 33% vs. 45% \$500+ = 41% vs. 47%</div>			
					
PRODUCT RECOGNITION <i>(among ad aware)</i>	AIDED AD Proof Sets Jefferson Nickels	 <div><\$100 = 41% vs. 74% \$100-\$499 = 56% vs. 73% \$500+ = 54% vs. 79%</div>			
					
		% Placed Order <i>(result of ad)</i>			

Key Genuine Campaign Impacts: Brand Recognition...

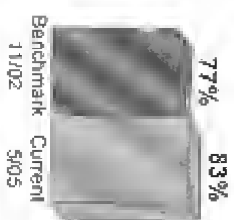
		U.S. Mint Customers		Non-Mint Customers													
OVERALL BRAND RECOGNITION (% very familiar with U.S. Mint)		 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>85%</td></tr><tr><td>Current 5/05</td><td>92%</td></tr></table>		Category	Value	Benchmark 11/02	85%	Current 5/05	92%	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>47%</td></tr><tr><td>Current 5/05</td><td>48%</td></tr></table>		Category	Value	Benchmark 11/02	47%	Current 5/05	48%
Category	Value																
Benchmark 11/02	85%																
Current 5/05	92%																
Category	Value																
Benchmark 11/02	47%																
Current 5/05	48%																
PRODUCT FAMILIARITY & KNOWLEDGE		Compared to Benchmark, fewer believe U.S. Mint produces/sells Antique Coins, Painted Coins, and Foreign Coins		No changes from Benchmark Survey													
PERCEPTIONS OF U.S. MINT...		 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>96%</td></tr><tr><td>Current 5/05</td><td>98%</td></tr></table>		Category	Value	Benchmark 11/02	96%	Current 5/05	98%	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>88%</td></tr><tr><td>Current 5/05</td><td>88%</td></tr></table>		Category	Value	Benchmark 11/02	88%	Current 5/05	88%
Category	Value																
Benchmark 11/02	96%																
Current 5/05	98%																
Category	Value																
Benchmark 11/02	88%																
Current 5/05	88%																
Product Authenticity (% absolutely genuine)		 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>79%</td></tr><tr><td>Current 5/05</td><td>87%</td></tr></table>		Category	Value	Benchmark 11/02	79%	Current 5/05	87%	U.S. Mint continues to do better on all three dimensions compared to its competitors							
Category	Value																
Benchmark 11/02	79%																
Current 5/05	87%																
Educational Value (% highly educational)		 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>78%</td></tr><tr><td>Current 5/05</td><td>86%</td></tr></table>				Category	Value	Benchmark 11/02	78%	Current 5/05	86%						
Category	Value																
Benchmark 11/02	78%																
Current 5/05	86%																
Investment Potential (% very sound investment)		 <table><tr><th>Category</th><th>Value</th></tr><tr><td>Benchmark 11/02</td><td>70%</td></tr><tr><td>Current 5/05</td><td>75%</td></tr></table>				Category	Value	Benchmark 11/02	70%	Current 5/05	75%						
Category	Value																
Benchmark 11/02	70%																
Current 5/05	75%																

Key Genuine Campaign Impacts: Attitudinal...

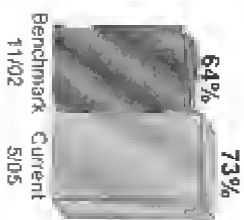
U.S. MINT COINS...

...Make great gifts
(% strongly agree)

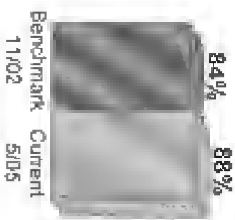
U.S. Mint Customers



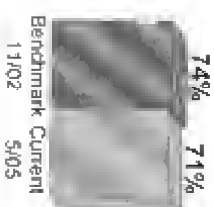
...Make great holiday gifts
(% strongly agree)



...Best coins to collect
(% strongly agree)



Non-Mint Coin Collectors



Interest in coin collecting rising
(% strongly agree)

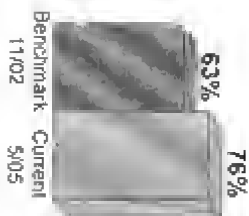


Key Genuine Campaign Impacts: Q50 Program...

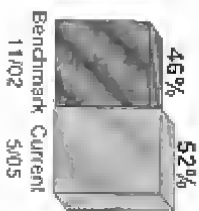
U.S. Mint Customers

Non-Mint Customers

Familiarity with Q50 Program
(% read/heard great deal)



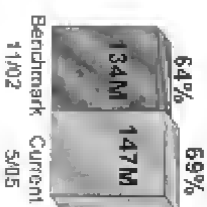
Association of the Q50 Program with U.S. Mint
(% highly familiar and associate it with U.S. Mint)



<\$100 = 42% vs. 50%
\$100-\$499 = 53% vs. 53%
\$500+ = 54% vs. 60%



Adults who made effort to save, put aside, or collect State Quarters



**THE DEMOGRAPHICS OF U.S. MINT AND NON-MINT CUSTOMERS
COMPARED TO THOSE IN THE BENCHMARK SURVEY REMAIN
RELATIVELY UNCHANGED***

- Tables 3a and 3b show that U.S. Mint customers today, compared to non-U.S. Mint customers, are more often...
 - Men (69% vs. 34%)
 - Older (60% vs. 32% aged 55 or older)
 - Grandparents (51% vs. 36%)
 - Affluent (53% vs. 32% with \$50,000 or higher annual income)
 - Better educated (56% vs. 39% college graduate or beyond)
 - Retired (45% vs. 25%)
- Similarly, U.S. Mint customers, whose annual purchases are \$500 or more, compared to those whose purchases are of lower value, are more often...
 - Men (88% vs. 61% and 76%)
 - Better educated (62% vs. 50% college graduate or beyond)
 - Affluent (60% vs. 47% with incomes of \$50,000 or more)

* For comparison purposes, complete demographics tables from the Benchmark Survey can be found in the Appendix.

(Continued)

U.S. Mint Customer & Non-Customer Profile... Demographics

Table 3a
Demographics by Customer Status

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers				Non-Mint Customers (%)
			<\$100 (%)	\$100 - \$499 (%)	\$500+ (%)		
Gender							
Male	34	69	61	76	88	34	
Female	66	31	39	24	12	66	
Age*							
18-34	28	5	6	3	3	28	
35-54	40	36	32	41	38	40	
55 or over	32	60	62	56	59	32	
Age When First Started Purchasing From U.S. Mint							
Mean age	NA	35.9	37.6	34.0	33.9	NA	
Presence of Children**							
Have children under 18 years	34	20	20	23	16	34	
Have children newborn to three years of age	35	16	21	11	5	35	
Have children preschool or kindergarten age	25	19	20	20	10	25	
Have children in grade school	51	50	46	54	60	51	
Have children in high school	37	53	55	50	56	37	
Presence of Grandchildren**							
Have grandchildren	38	51	54	48	48	36	
Have grandchildren newborn to three years of age	54	49	45	55	47	54	
Have grandchildren preschool or kindergarten age	43	36	32	39	54	43	
Have grandchildren in grade school	57	53	56	45	59	57	
Have grandchildren in high school	42	39	44	29	51	42	
(Approximate Base)	(1,502)	(710)	(304)	(304)	(100)	(792)	

(Continued)

* May not sum to 100% due to rounding
 ** Does not sum to 100% due to multiple responses.
 Source: Q.35, Q.35b, Q.37, Q.38, Q.39, Q.40, Q.45

U.S. Mint Customer & Non-Customer Profile... Demographics

Table 3b
Demographics by Customer Status

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Education*						
High School or less	33	22	27	14	22	33
Some College	28	22	22	23	16	28
College Graduate	27	36	34	38	38	27
Post Graduate Degree	12	20	16	24	24	12
Total Household Income*						
Less than \$20,000	27	10	14	7	4	27
\$20,000 to \$49,999	41	36	39	32	36	41
\$50,000 to \$74,999	15	20	19	21	22	15
\$75,000 or more	17	33	28	40	38	17
Employment Status*						
Full-time	42	42	36	49	46	42
Part-time	12	6	6	6	3	12
Retired	25	45	49	38	46	25
Not Employed or Student	20	8	9	6	5	21
(Approximate Base)	(1,483)	(692)	(290)	(300)	(103)	(789)

* May not sum to 100% due to rounding.
Source: Q.36, Q.41, Q.42

NEWS, EDUCATIONAL, SCIENCE OR NATURE, HOME & GARDEN, AND SPORTS MAGAZINES ARE FAVORED BY BOTH U.S. MINT AND NON-MINT CUSTOMERS, AS WAS THE CASE IN THE PREVIOUS WAVES

- Business/Personal Finance and Hobby/Collecting magazines are a particular favorite of certain U.S. Mint Customers, while Entertainment, Fashion, and Family magazines are more appealing to non-Mint customers

Table 4
Magazine Readership by Customer Status*

% Reading Magazines a Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
News	27	35	33	37	39	27
Educational, Science or Nature	20	20	19	22	17	20
Home & Garden	14	10	12	8	7	14
Sports	14	17	17	16	22	14
Entertainment	13	6	7	6	5	14
Hobbies or Collecting	10	20	14	22	40	10
Business or Personal Finance	10	16	12	19	21	10
Family or Parenting	10	4	7	1	<1	10
Fashion	9	3	5	2	1	9
Automotive	7	9	8	9	8	7
Popular Culture	4	4	4	3	1	4
% Reading Magazines a Little/Not Regularly	30	29	34	25	22	30
(Approximate Base)	(1,504)	(710)	(306)	(304)	(100)	(793)

* Does not sum to 100% due to multiple responses.

Source: Q.27

National Analysts, Inc. (2005)

U.S. Mint Customer & Non-Customer Profile... Media Habits

THERE HAVE BEEN NO CHANGES IN THE NEWSPAPER READING HABITS OF EITHER U.S. MINT CUSTOMERS OR NON-U.S. MINT CUSTOMERS -- NEARLY EVERYONE CLAIMS TO READ ONE PAPER REGULARLY

- Business magazines continue to be more widely read by \$500+ purchasers, while readership of regional papers are more prevalent among lower spending U.S. Mint customers

Table 5
Newspaper Readership by Customer Status*

% Reading Newspapers on a Regular Basis	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Town, county or other local weekly	67	71	70	72	73	67
State, regional, metropolitan weekend	57	68	71	65	62	56
State, regional, metropolitan daily	49	64	66	61	60	49
National	24	29	30	27	27	24
Business	12	19	20	16	27	12
% Not Reading Newspapers Regularly	13	7	6	8	8	13
(Approximate Base)	(1,504)	(710)	(306)	(304)	(100)	(794)

* Does not sum to 100% due to multiple responses.
Source: Q.28

NETWORK TELEVISION VIEWING HABITS HAVE NOT CHANGED APPRECIABLY SINCE THE BENCHMARK SURVEY; NEWS, EDUCATIONAL/ DOCUMENTARIES, MOVIES, AND SPORTS REMAIN THE MOST POPULAR PROGRAMS

- Sports, news, and education are especially watched by U.S. Mint customers, while movies and sitcoms are viewed more often by non-Mint customers

Table 6
Network Television Viewership by Customer Status*

% Watch Network Television Programs a Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
News	60	71	73	71	60	60
Movies	50	41	41	39	44	50
Educational/Documentaries	44	53	56	49	51	44
Dramatic Series	29	27	29	25	22	29
Sports	28	40	39	41	40	28
Sitcoms	26	18	19	19	8	26
Talk Shows	14	12	15	11	6	14
Game Shows	12	11	12	9	11	12
% Watch Network Television a Little/Not at all	8	7	6	5	18	8
(Approximate Base)	(1,504)	(710)	(306)	(304)	(100)	(794)

* Does not sum to 100% due to multiple responses.
Source: Q.22

VIEWING OF CABLE TV CONTINUES TO BE APPROXIMATELY 80% AMONG BOTH U.S. MINT CUSTOMERS AND NON-MINT CUSTOMERS WHO HAVE ACCESS

- Proportionately more U.S. Mint customers compared to non-customers report having access to cable TV (86% vs. 78% respectively)

Table 7a
Cable Access & Frequency of Viewing by Customer Status*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Cable Access						
% with access	78	86	86	86	86	78
(Base)	(1,504)	(710)	(306)	(304)	(100)	(793)
Channels Watched*						
% watch at least one a lot	83	84	84	83	80	83
% watch moderately	16	16	15	16	20	16
% watch none at all	1	1	1	1	<1	1
(Base)	(1,219)	(603)	(258)	(259)	(86)	(616)

* Channels include Discovery, History Channel, Learning Channel, Lifetime, A&E, HGTV, Animal Planet, Hallmark Channel, Fox News Network, AMC, and CNN.
Source: Q 23, Q 24

DISCOVERY, THE HISTORY CHANNEL, FOX NEWS, AND CNN CHANNELS ARE WATCHED BY MORE PEOPLE THAN OTHER CABLE STATIONS

- The History Channel and CNN are more popular among U.S. Mint customers; Lifetime and Animal Planet are more prevalent among non-Mint customers

Table 7b
Cable Television Viewership by Customer Status*
(Among those with Cable TV Access)

% Watching Cable Television Channels A Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Discovery	45	45	47	42	48	45
The History Channel	39	53	52	54	60	39
Fox News Network	34	38	39	39	32	34
CNN	29	37	42	29	37	29
Lifetime	27	11	12	9	13	28
Animal Planet	26	16	17	16	11	26
The Learning Channel	26	20	21	18	26	26
A&E	25	22	20	23	28	25
HGTV	21	15	17	14	9	21
AMC	18	18	17	19	21	18
Hallmark Channel	16	11	16	6	8	16
(Approximate Base)	(1,219)	(603)	(258)	(259)	(86)	(615)

* Does not sum to 100% due to multiple responses.
Source: Q.24

National Analysts, Inc. (2005)

INTERNET ACCESS AMONG U.S. MINT CUSTOMERS IS NOW ESTIMATED AT 80% AND 68% FOR NON-MINT CUSTOMERS

- The percentage of those reporting usage of one key Internet site a lot continues to increase among non-Mint customers (62% in 5/05 Survey vs. 56% in the 8/04 Survey)

Table 8
Internet Access & Frequency of Key Site Usage by Customer Status

Usage of Customer Status						
	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Internet Access						
% with access	88	80	78	84	76	68
(Base)	(1,503)	(710)	(306)	(304)	(100)	(793)
Key Site Internet Usage*						
% use at least one a lot	62	65	63	66	78	62
% use moderately	32	30	30	32	19	32
% use none at all	5	5	7	2	3	5
(Base)	(1,129)	(594)	(256)	(260)	(78)	(535)

* Sites include Yahoo, new sites like CNN, eBay, Amazon.com, and retail store, financial and government sites.
Source: Q.29, Q.30

U.S. MINT CUSTOMERS WITH INTERNET ACCESS ARE CONSISTENTLY MORE LIKELY TO REPORT VISITING FINANCIAL AND GOVERNMENT WEBSITES COMPARED TO NON-MINT CUSTOMERS

- Non-Mint customers are more likely to visit Yahoo and retail websites

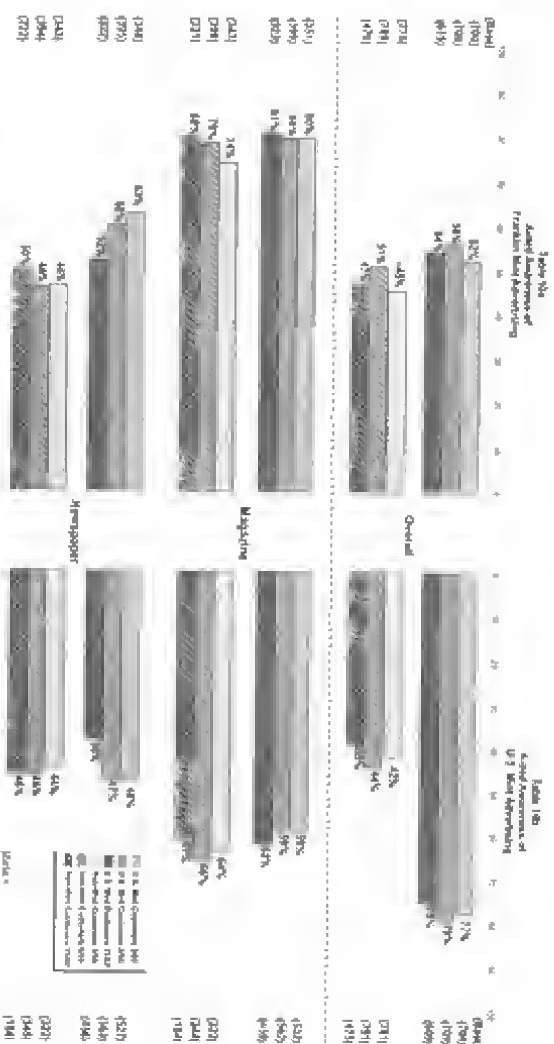
Table 9
Key Site Internet Usage by Customer Status*
(Among those with Internet Access)

% Visiting Internet Sites A Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Yahoo	40	27	26	27	28	40
News sites like CNN	16	18	19	16	17	16
eBay	15	16	14	18	22	15
Websites of retail stores	14	8	10	6	5	14
Government websites	9	18	14	23	20	9
Financial sites	9	15	12	18	24	9
Amazon.com	8	6	6	8	6	8
(Approximate Base)	(1,128)	(594)	(256)	(260)	(78)	(534)

* Does not sum to 100% due to multiple responses.
Source: Q.30

AWARENESS OF U.S. MINT ADVERTISING AMONG CUSTOMERS AND NON-CUSTOMERS HAS REMAINED CONSISTENT OVER TIME

- A larger percentage of non-customers continue to report seeing magazine, network TV, and cable TV ads
- The 36% of U.S. Mint Customers who reported seeing Internet ads in the 5/05 Survey has increased from a low of 29% in the 8/04 Survey, but still falls below the 47% reported in 2003

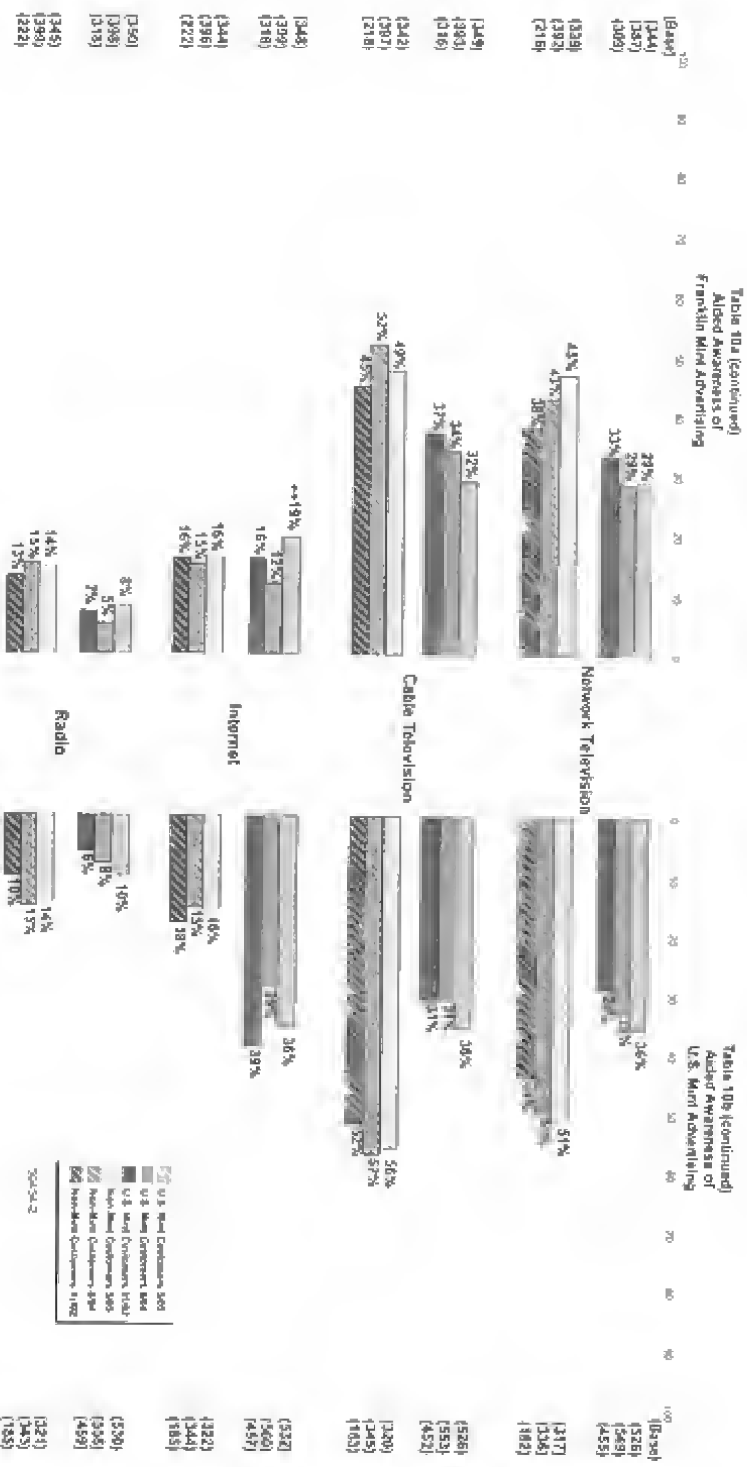


Source: Q.21a1, Q.21a2, Q.21b1, Q.21b2

National Analysts, Inc. (2005)

(Continued)

Recognition of the U.S. Mint & Competitors... Advertising Recall



Source: Q.21a1, Q.21a2, Q.21b1, Q.21b2

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Advertising Recall

RECALL OF THE TELEVISION CHANNELS AIRING U.S. MINT COMMERCIALS HAS INCREASED AMONG U.S. MINT CUSTOMERS FROM THE 8/04 SURVEY

- Nearly 20% of U.S. Mint customers believe they see U.S. Mint ads on the shopping channels and more than 10% reported these ads appeared on Network TV, such as NBC and CBS

Table 11a
Television Channels Carrying U.S. Mint Ads by Customer Status
(Among those who remembered having seen U.S. Mint advertising on television in past 6 months)

	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers	
	5/05 %	8/04 %	5/05 %	8/04 %	<\$100		\$100-\$499		\$500+		5/05 %	8/04 %
					5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %		
Shopping Channel	14	13	17	5	15	7	20	4	14	1	14	13
ABC	9	6	9	9	11	7	5	9	11	2	9	6
History	8	8	12	8	13	9	15	4	3	19	8	8
Discovery	8	8	5	6	5	6	3	5	6	7	8	8
NBC	6	7	11	8	14	8	3	9	22	3	6	7
A&E	5	5	2	3	<1	4	2	2	5	2	5	5
CBS	3	6	11	9	15	10	5	9	11	2	3	6
Fox	2	6	4	4	3	4	8	4	<1	0	2	8
CNN	2	2	5	3	8	3	2	3	6	3	2	2
Fox News	2	1	2	1	4	1	0	1	<1	2	1	1
TLC	1	2	<1	2	1	2	<1	1	<1	6	1	2
HGTV	1	NA*	<1	NA	0	NA	<1	NA	0	NA	1	NA
Hallmark	<1	NA	<1	NA	<1	NA	0	NA	0	NA	<1	NA
AMC	0	1	0	1	0	2	0	0	0	0	0	<1
Other	11	9	8	9	6	10	11	7	5	17	11	12
Don't Know	48	41	46	57	44	55	48	62	48	49	48	41
(Base)	(488)	(501)	(273)	(260)	(105)	(91)	(118)	(116)	(50)	(53)	(215)	(241)

* Not Applicable
Source: Q.21a3

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Advertising Recall

BOTH U.S. MINT AND NON-MINT CUSTOMERS REPORTED SEEING ADS IN LOCAL PAPERS MORE OFTEN THAN OTHER PRINT VEHICLES

- In this survey, U.S. Mint customers were significantly better able to report one or more print sources where ads appeared (25% vs. 38% in 8/04 who said don't know which magazine)

Table 11b
Magazines Displaying U.S. Mint Ads by Customer Status*
(Among those who remembered having read U.S. Mint advertising in a magazine in past 6 months)

	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers	
	5/05 %	8/04 %	5/05 %	8/04 %	<\$100 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %
Local Newspaper	19	NA	14	NA	11	NA	19	NA	10	NA	19	NA
Parade	5	NA	4	NA	8	NA	<1	NA	0	NA	5	NA
People	4	NA	1	NA	2	NA	0	NA	0	NA	4	NA
Time	4	8	8	5	9	6	9	4	5	2	4	8
Newsweek	3	6	7	5	5	7	9	2	7	0	3	6
Better Homes & Gardens	3	3	2	1	3	1	<1	1	0	1	3	3
National Geographic	2	NA	3	NA	3	NA	3	NA	5	NA	2	NA
Reader's Digest	2	4	2	1	2	2	1	<1	4	2	2	4
Smithsonian	2	2	2	2	3	2	2	1	0	6	2	2
Women's Day	2	3	1	<1	1	0	<1	1	0	0	2	3
U.S. News & World Report	2	2	2	4	1	5	3	3	4	2	2	2
USA Today	2	NA	5	NA	5	NA	4	NA	5	NA	2	NA
Coin Values	1	1	3	3	0	2	6	2	6	13	1	1
Other Magazine**	31	47	34	45	37	45	26	48	46	37	31	47
Don't Know Which Magazine	31	31	25	38	22	37	32	39	17	37	31	31
(Base)	(646)	(673)	(394)	(411)	(150)	(164)	(162)	(176)	(62)	(71)	(262)	(242)

* Does not sum to 100% due to multiple responses.

**Other Magazine* consists of responses other than those listed.

Source: Q.21a4

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors ... Advertising Recall

THIS YEAR'S AD THEMES CLEARLY RESONATED WITH U.S. MINT CUSTOMERS, WITH SIGNIFICANTLY MORE RECOGNIZING THREE OR MORE THEMES

- Except for the "Liberty for All" theme, each was remembered by proportionately more U.S. Mint customers in 5/05 compared to 8/04; in addition, the "Westward Journey" ads were recalled by ~80% of U.S. Mint customers and 50% of non-customers

Table 11c

U.S. Mint Advertising Theme Recognition by Customer Status*

% Recognizing Theme of Advertising	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers	
	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %
Collect History or Collect America	57	43**	58	44	60	38	57	55	57	48	57	43
Give a Gift that Remembers/Coins as birthday gifts or for special occasions	56	39***	56	44	51	39	63	55	57	43	56	39
Liberty For All	50	51	31	45	30	46	31	44	34	46	50	51
Westward Journey Nickel Series/Lewis & Clark	50	NA+	81	NA	64	NA	77	NA	83	NA	50	NA
Keep the States United	33	NA	31	NA	38	NA	23	NA	28	NA	33	NA
Historic Change	29	NA	32	NA	32	NA	30	NA	38	NA	29	NA
1792 was the Creation of the U.S. Mint	27	NA	23	NA	20	NA	26	NA	33	NA	27	NA
Worth a Mint	23	27	26	17	28	14	23	23	29	19	23	27
Came to the Source	16	NA	22	NA	20	NA	23	NA	28	NA	16	NA
U.S. Coins being like the coins of Ancient Greece	15	12	11	9	13	9	9	8	4	9	15	12
Something else	12	20	12	15	10	15	15	16	13	16	12	19
Recognized three or more themes	25	19	46	26	47	22	45	33	47	41	25	19
	(796)	(829)	(488)	(499)	(194)	(196)	(221)	(217)	(73)	(86)	(308)	(330)

* Sums to more than 100% due to multiple responses.

** Theme was listed as Collect America.

*** Theme was listed as Coins as birthday gifts or for a baby's birth.

+Not Asked

Source: Q 21a5

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Advertising Recall

50 STATE QUARTERS, THE NEW NICKELS, AMERICAN EAGLES, AND PROOF SETS ARE THE PRODUCTS MOST OFTEN LINKED TO THE U.S. MINT ADS AMONG THOSE WHO MENTION SPECIFIC PRODUCTS

- The most notable jumps for both U.S. Mint and non-Mint customers occurred for the new nickels and state quarters

Table 11d
U.S. Mint Unaided Advertising Product Recognition*
(Among those who remembered having seen/heard/read U.S. Mint advertising in past 6 months)

Product	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers		
	5/05 %	8/04 %	5/05 %	8/04 %	<\$100	5/05 %	8/04 %	5/05 %	8/04 %	5/05 %	8/04 %		
50 State Quarters	28	19	50	38	53	36	45	41	53	44	27	18	
Jefferson Nickels/Lewis & Clark Nickels	15	3	33	9	31	10	36	9	30	3	15	3	
American Eagle Gold or Silver Proof Coins	14	13	20	16	14	15	28	17	23	24	14	13	
Commemorative Coins	9	2	7	4	6	4	9	3	7	1	9	1	
Proof Sets	8	10	20	26	18	25	24	26	22	29	8	10	
Silver Proof Sets	5	4	10	6	10	5	6	7	18	13	5	4	
Uncirculated Coins	4	NA**	6	NA	1	NA	9	NA	18	NA	4	NA	
Greetings from America Stamp & Coin Set	1	NA	2	NA	0	NA	4	NA	6	NA	1	NA	
Don't Know	40	38	18	20	22	22	13	17	17	14	40	38	
	(Base)	(861)	(913)	(536)	(246)	(221)	(232)	(236)	(241)	(79)	(93)	(326)	(347)

* Sums to more than 100% due to multiple responses.

** Not Applicable

Source: Q.21a51

National Analysis, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Advertising Recall

**WHEN THE AIDED AND TOP-OF-MIND RESPONSES TO FOUR
FEATURED U.S. MINT PRODUCTS ARE ADDED TOGETHER, GROWTH
IN RECALL OF "NICKEL" ADS IS GREATEST FOR ALL GROUPS**

Table 11e
U.S. Mint Total Advertising Product Recall*
(Among those who remembered having seen/heard/read U.S. Mint advertising in past 6 months)

Product	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers			
	5/05 %	8/04 %	5/05 %	8/04 %	<\$100	5/05 %	8/04 %	5/05 %	8/04 %	\$100-\$499	5/05 %	8/04 %	\$500+	5/05 %
American Eagle Gold or Silver Proof Coins	69	61	76	67	70	67	81	75	88	86	69	61		
Proof Sets	48	43	81	82	79	84	82	84	84	77	56	43		
Silver Proof Sets	50	48	67	70	65	65	68	72	79	67	50	48		
Jefferson Nickels	41	20	74	42	74	41	73	56	79	54	41	17		
(Base)	(861)	(913)	(536)	(526)	(221)	(232)	(236)	(241)	(79)	(93)	(325)	(347)		

* Total Recall = unaided and aided responses.

Source: Q.21a5-1, Q.21a5-2

National Analysts, Inc. (2005)

THIS LATEST ROUND OF ADVERTISING INSPIRED 40% OF U.S. MINT CUSTOMERS TO MAKE A PURCHASE

- Mail ordering diminished significantly, while phone orders appear to have increased in this wave

Table 11f

U.S. Mint Advertising Impact on Order Placement by Customer Status*
(Among those who remembered having seen/heard/read U.S. Mint advertising in past 6 months)

	Total U.S. Mint Customers (%)		U.S. Mint Customers			
			<\$100 (%)		\$100-\$499 (%)	
	5/05	8/04	5/05	8/04	5/05	8/04
Percent Made Purchase	40	37	36	32	45	44
(Base)	(533)	(564)	(219)	(232)	(235)	(239)
Order Method						
Mail	24 ⁻	44	30 ⁻	53	22 ⁻	40
Phone	38 ⁺⁺	24	37	21	32	23
Fax	<1	0	0	0	0	0
Internet	38	32	33	26	46	36
(Base)	(255)	(237)	(94)	(75)	(123)	(113)
						(38)
						(49)

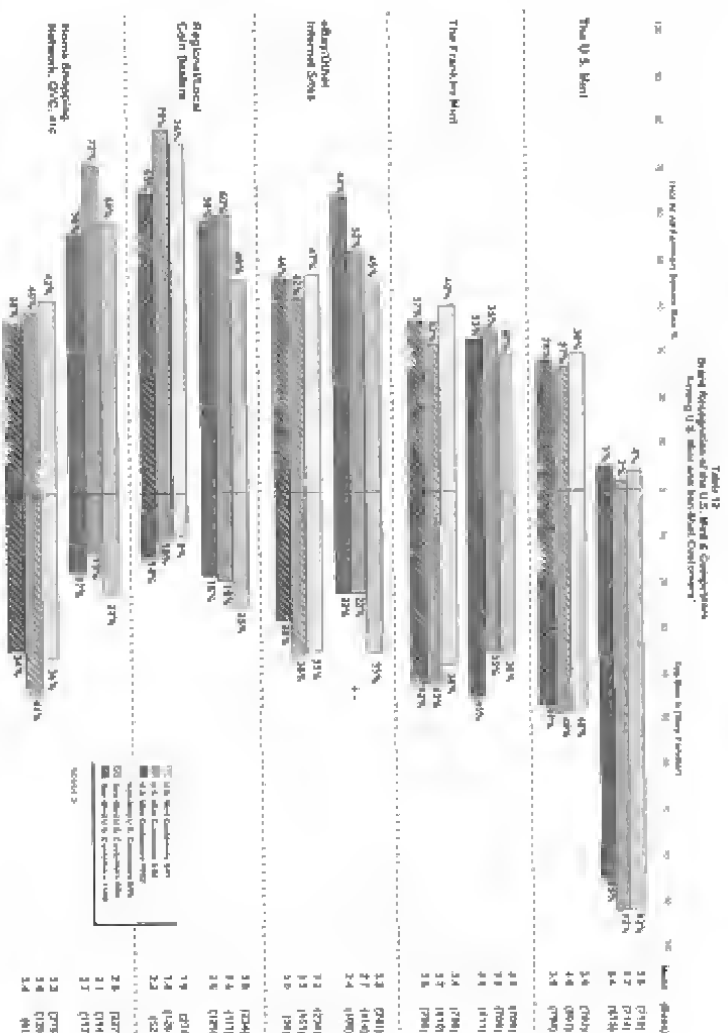
* May not sum to 100% due to rounding.

Source: Q.21a6, Q.21a7

Recognition of the U.S. Mint & Competitors... Brand Recognition

U.S. MINT BRAND RECOGNITION HAS REMAINED HIGH, WITH MORE THAN 90% OF CUSTOMERS AND 49% OF NON-CUSTOMERS REPORTING BEING VERY FAMILIAR WITH THE ORGANIZATION

- Recognition of The Franklin Mint among U.S. Mint customers has decreased somewhat



* On a scale from "1" to "6" where "1" means "Not at all Familiar" and "6" means "Very Familiar."
Source: Q.1

Recognition of the U.S. Mint & Competitors... Brand Recognition

THE U.S. MINT CONTINUES TO BE OVERWHELMINGLY RECOGNIZED AS A PRODUCER OF U.S. COINS FOR CIRCULATION

- Confusion with The Franklin Mint has not changed since the Benchmark Survey in 11/02

Table 13a
Aided Recall of Organizations Producing U.S. Coins for Circulation
Among U.S. Mint Customers & Non-Customers*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
The United States Mint	93	91	94	99	98	98	93	91	94
The Franklin Mint	32	33	30	14	13	16	33	33	30
Regional/Local Coin Dealers	18	19	+	12	8	+	18	20	12
Home Shopping Network, QVC, etc.	16	16	+	6	2	+	16	16	11
eBay or Other Internet Sites	14	12	+	6	9	+	14	12	17
(U.S. Mint/Franklin Mint Base)	(1,405)	(1,445)	(1,309)	(686)	(679)	(571)	(719)	(766)	(738)
(Approximate Base**)	(461)	(230)	(+)	(226)	(109)	(+)	(234)	(121)	(49)

* Sums to more than 100% due to multiple responses.

** Base listed is an average of the three other U.S. Mint competitors' bases.

+ Sample size too small to report.

Source: Q 4

Recognition of the U.S. Mint & Competitors... Brand Recognition

CONFUSION ABOUT THE FRANKLIN MINT'S PRODUCTION OF U.S. COINS FOR CIRCULATION REMAINS LOW FOR ALL U.S. MINT CUSTOMER SPENDING GROUPS

Table 13b
Aided Recall of Organizations Producing U.S. Coins for Circulation
Among U.S. Mint Customer Groups*

	Total U.S. Mint Customers			U.S. Mint Customers								
	5/05 (%)	8/04 (%)	11/02 (%)	<\$100			\$100-\$499			\$500+		
				5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
The U.S. Mint	99	98	98	98	98	98	100	98	98	100	99	98
The Franklin Mint	14	13	16	19	14	20	8	13	8	10	8	4
(Approx. Base)	(708)	(679)	(571)	(306)	(283)	(181)	(302)	(293)	(288)	(100)	(104)	(103)

* Summ to more than 100% due to multiple responses.

Source: Q.4

Recognition of the U.S. Mint & Competitors... Product Recognition

THERE CONTINUES TO BE GREATER RECOGNITION OF U.S. MINT THEMATIC COMMEMORATIVE COINS AND FEWER U.S. MINT CUSTOMERS WHO REPORT THE MINT PRODUCES PAINTED, ANTIQUE OR FOREIGN COINS COMPARED TO THE BENCHMARK SURVEY

- Familiarity with U.S. Mint coin products has remained constant among non-Mint customers; recognition of Q50 State Quarters is highest

Table 14a

Familiarity with U.S. Mint Product Offerings Among U.S. Mint Customers & Non-Customers*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers			
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 Wave 1a (%)	11/02 Wave 1b (%)
U.S. Mint 50 State Quarters Program	75	76	80	98	98	95	75	76	81	79
Other U.S. Coins	69	71	75	92**	88	91	69	71	76	74
Official U.S. Mint Coin Sets	65	68	69	98	98	94	65	69	73	67
Official U.S. Mint Commemorative Coin Sets	60	65	66	88	84	85	60	64	70	64
Antique U.S. Coins	38	39	42	24	23	30	38	40	45	41
Painted or Colorized U.S. Coins	35	38	33	24	19	29	35	38	32	33
Coin Jewelry/Gift Items	29	31	31	63	59	68	29	31	33	29
Thematic Commemorative Coins/Medallions	37	38	30	63	59	46	37	38	32	29
Official Foreign Coins	12	15	15	16	12	22	12	15	13	16
(Approx. Base)	(1,342)	(1,526)	(1,412)	(877)	(714)	(613)	(665)	(813)	(319)	(480)

* Sum to more than 100% due to multiple responses.

Source: Q.3a

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Product Recognition

EACH SPENDING GROUP OF U.S. MINT CUSTOMERS HAS BECOME MORE FAMILIAR WITH U.S. MINT PRODUCTS SINCE THE BENCHMARK SURVEY, ESPECIALLY THEMATIC COMMEMORATIVE COINS

- In addition, generally, each group's association of non-Mint products (e.g., foreign/antique coins) with the U.S. Mint has declined

Table 14b

Familiarity with U.S. Mint Product Offerings Among U.S. Mint Buyer Groups*

	Total U.S. Mint Customers			U.S. Mint Customers								
	5/05 (%)	8/04 (%)	11/02 (%)	<\$100			\$100-\$499			\$500+		
				5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint 50 State Quarters Program	98	98	95	98	97	94	98	98	96	99	96	97
Other U.S. Coins	92**	88	91	90	86	89	93	90	93	98	96	97
Official U.S. Mint Coin Sets	98	98	94	97	97	94	100	99	94	99	96	98
Official U.S. Mint Commemorative Coin Sets	88	84	85	84	80	84	92	89	86	99	97	92
Antique U.S. Coins	24	23	30	26	24	32	22	24	27	16	20	27
Painted or Colorized U.S. Coins	24	19	29	30**	19	35	17	19	20	13	16	14
Coin Jewelry/Gift Items	63	59	68	50	56	65	68	63	73	71	75	80
Thematic Commemorative Coins/Medallions	63	59	46	61	52	46	65	70	46	70	79	57
Official Foreign Coins	16	12	22	13	10	20	20	14	24	23	29	29
(Approx. Base)	(677)	(714)	(613)	(290)	(301)	(194)	(290)	(305)	(309)	(97)	(108)	(110)

* Sum to more than 100% due to multiple responses.

Source: Q.3a

National Analysis, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Product Recognition

THE MISTAKEN BELIEF THAT THE FRANKLIN MINT OFFERS "OFFICIAL" 50 STATE QUARTERS, COIN SETS, AND COMMEMORATIVE COINS HAS NOT CHANGED APPRECIABLY SINCE THE BENCHMARK SURVEY

- U.S. Mint customers continue to make fewer mistakes than non-Mint customers

Table 15a
Familiarity with Franklin Mint Product Offerings
Among U.S. Mint Customers & Non-Customers*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers			
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 Wave 1a (%)	11/02 Wave 1b (%)
U.S. Mint 50 State Quarters Program Quarters	48	48	43	34	37	33	48	48	48	41
Other U.S. Coins	56	59	58	40	43	41	56	59	61	56
Official U.S. Mint Coin Sets	49	52	49	32	32	32	49	52	53	46
Official U.S. Mint Commemorative Coin Sets	49	51	55	30	34	37	49	51	58	52
Coin Jewelry/Gift Items	49	51	56	56	57	56	49	51	56	57
Thematic Commemorative Coins/Medallions	49	54	52	54	54	44	49	54	52	52
Painted or Colorized U.S. Coins	47	49	47	54	52	54	47	49	49	46
Antique U.S. Coins	38	43	44	32	32	34	38	43	46	43
Official Foreign Coins	23	26	26	30	24	26	23	26	22	28
(Approx. Base)	(1,209)	(1,526)	(1,410)	(575)	(714)	(611)	(634)	(812)	(318)	(480)

* Sum to more than 100% due to multiple responses.

Source: Q.3b

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Product Recognition

ASSOCIATION OF U.S. MINT PRODUCTS WITH THE FRANKLIN MINT HAS REMAINED LARGELY THE SAME FROM WAVE TO WAVE AMONG EACH U.S. MINT CUSTOMER GROUP

- Over time, more U.S. Mint customers in each spending group report being familiar with the Franklin Mint's thematic coins

Table 15b
Familiarity with Franklin Mint Product Offerings Among U.S. Mint Buyer Groups*

	Total U.S. Mint Customers			U.S. Mint Customers								
	5/05 (%)	8/04 (%)	11/02 (%)	<\$100			\$100-\$499			\$500+		
				5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint 50 State Quarters Program Quarters	48	37	33	38	35	34	30	43	32	24	32	24
Other U.S. Coins	40	43	41	40	44	46	42	44	32	32	33	27
Official U.S. Mint Coin Sets	32	32	32	39	31	36	23	34	23	20	25	20
Official U.S. Mint Commemorative Coin Sets	30	34	37	36	33	42	25	38	28	18	29	26
Coin Jewelry/Gift Items	56	57	56	56	56	57	57	57	53	54	64	52
Thematic Commemorative Coins/Medallions	54	54	44	54	53	44	55	57	44	51	57	47
Painted or Colorized U.S. Coins	54	52	54	52	52	56	56	53	53	55	54	49
Antique U.S. Coins	32	32	34	34	34	35	28	30	32	32	24	29
Official Foreign Coins	31	24	26	29	24	26	32	24	24	33	23	31
(Approx. Base)	(575)	(714)	(611)	(249)	(301)	(194)	(249)	(305)	(307)	(76)	(108)	(110)

* Sums to more than 100% due to multiple responses.

Source: Q.3b

National Analysts, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Product Recognition

U.S. MINT CUSTOMERS' ACCURATE IDENTIFICATION OF THE FULL PRODUCT PROFILE HAS REMAINED STABLE SINCE THE BENCHMARK SURVEY

- Non-Mint customers' accurate identification of U.S. Mint products has dropped somewhat between 11/02 and 5/05

Table 16a
Familiarity with U.S. Mint Product Offerings Among U.S. Mint Customers & Non-Mint Customers*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint**									
Complete Accuracy	<1	<1	1	6	7	7	<1	<1	1
Partial Accuracy	79	81	84	93	91	91	79	81	84
Inaccuracy	21	19	15	1	2	2	21	19	15
The Franklin Mint**									
Complete Accuracy	<1	<1	<1	4	3	1	<1	0	<1
Partial Accuracy	50	53	53	53	53	51	50	53	53
Inaccuracy	50	47	47	42	44	48	50	47	47
(Approx. Base)	(1,504)	(1,527)	(1,411)	(710)	(714)	(612)	(794)	(813)	(798)

* Accuracy is defined as follows: Complete = correctly identified all products offered by organization; Partial = correctly identified at least two, but not all products; Inaccurate = correctly identified only one product or no products.

** May not sum to 100% due to rounding.

Source: Q.3a, Q3b

National Analysis, Inc. (2005)

Recognition of the U.S. Mint & Competitors... Product Recognition

THERE ARE NO SUBSTANTIVE DIFFERENCES IN KNOWLEDGE LEVELS ACROSS U.S. MINT SPENDING LEVELS OR SURVEY PERIODS

Table 16b
Familiarity with U.S. Mint Product Offerings Among U.S. Mint Buyer Groups*

	U.S. Mint Customers											
	Total			<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint**												
Complete Accuracy	6	7	7	5	8	6	8	4	9	7	8	12
Partial Accuracy	93	91	91	93	90	92	92	94	86	93	89	88
Inaccuracy	1	2	2	1	2	2	<1	1	2	0	2	0
The Franklin Mint**												
Complete Accuracy	4	3	1	4	3	1	5	3	2	2	8	1
Partial Accuracy	53	53	51	53	52	51	53	54	51	57	54	51
Inaccuracy	42	44	48	43	45	48	42	44	47	41	38	48
(Approx. Base)	(7710)	(7714)	(612)	(306)	(301)	(194)	(304)	(329)	(308)	(100)	(106)	(110)

* Accuracy is defined as follows: Complete = correctly identified all products offered by organization; Partial = correctly identified at least two, but not all products; Inaccurate = correctly identified only one product or no products.

** May not sum to 100% due to rounding.

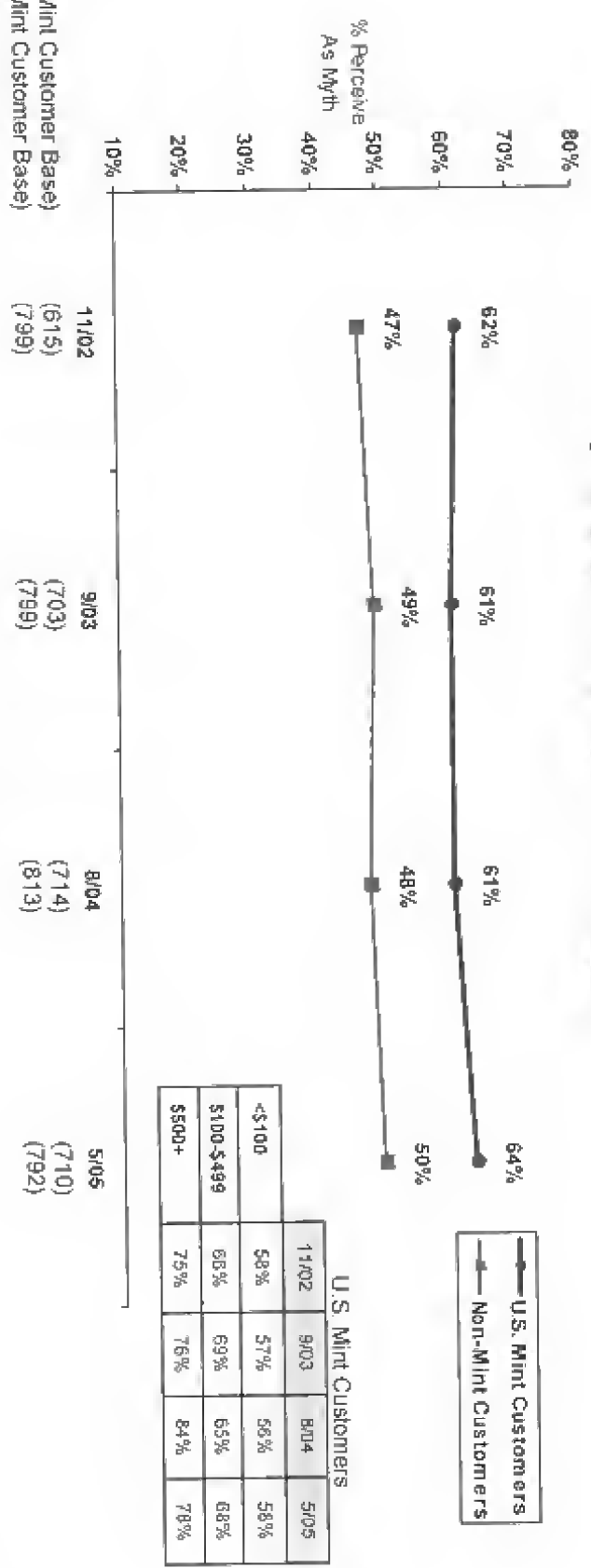
Source: Q.3a, Q.3b

National Analysts, Inc. (2005)

THE PERCENTAGE OF U.S. MINT AND NON-U.S. MINT CUSTOMERS THAT KNOW SILVER PROOF SET COINS DO NOT CONTAIN THE SAME AMOUNT OF SILVER AS COINS IN CIRCULATION HAS NOT CHANGED

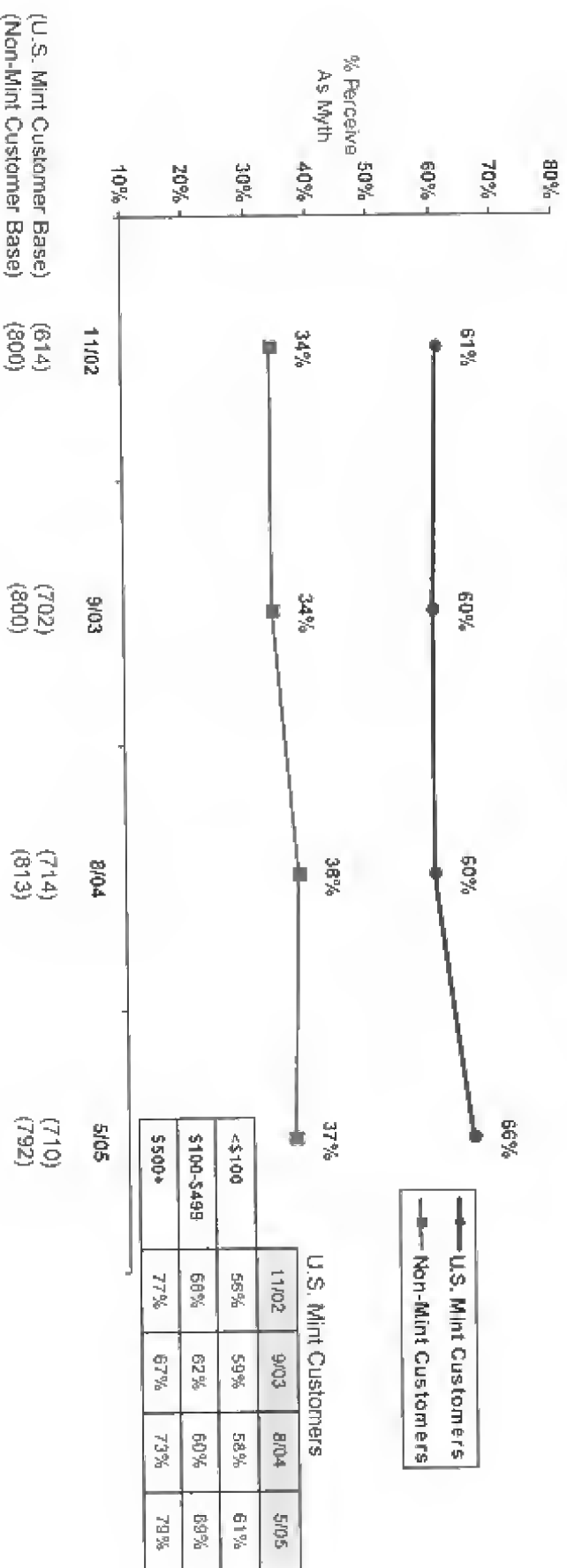
- High spending U.S. Mint Customers are more accurate at identifying this myth than other customers

Table 17
"Myth: U.S. Mint Silver Proof Set Coins Actually Contain the Same Amount of Silver as Coins that are Put in Circulation"



AWARENESS THAT THE QUALITY OF THE MARKINGS ON U.S. MINT PROOF SETS IS NOT THE SAME AS COINS IN CIRCULATION IS IMPROVING AMONG U.S. MINT CUSTOMERS, ESPECIALLY THOSE SPENDING LESS THAN \$100

Table 18
 "Myth: The Quality of the Markings or Images on U.S. Mint Proof Sets is the Same as that Found in Coins that are Put in Circulation"

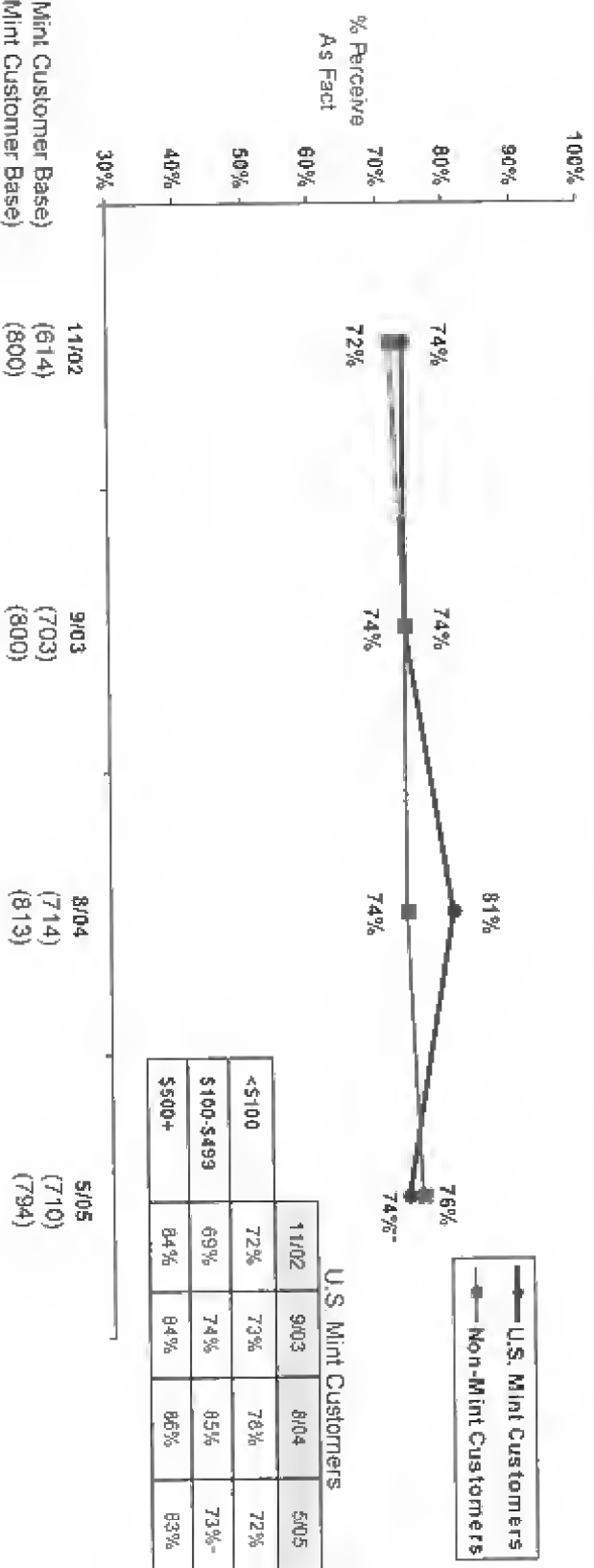


Recognition of the U.S. Mint & Competitors... Overall Knowledge

KNOWLEDGE THAT COMMEMORATIVE COINS PRODUCED BY THE U.S. MINT ARE LEGAL CURRENCY DROPPED IN THIS WAVE AMONG U.S. MINT CUSTOMERS

- About 75% of all groups are aware of this fact

Table 19
"Fact: Commemorative Coins Produced by the U.S. Mint are Legal Currency"



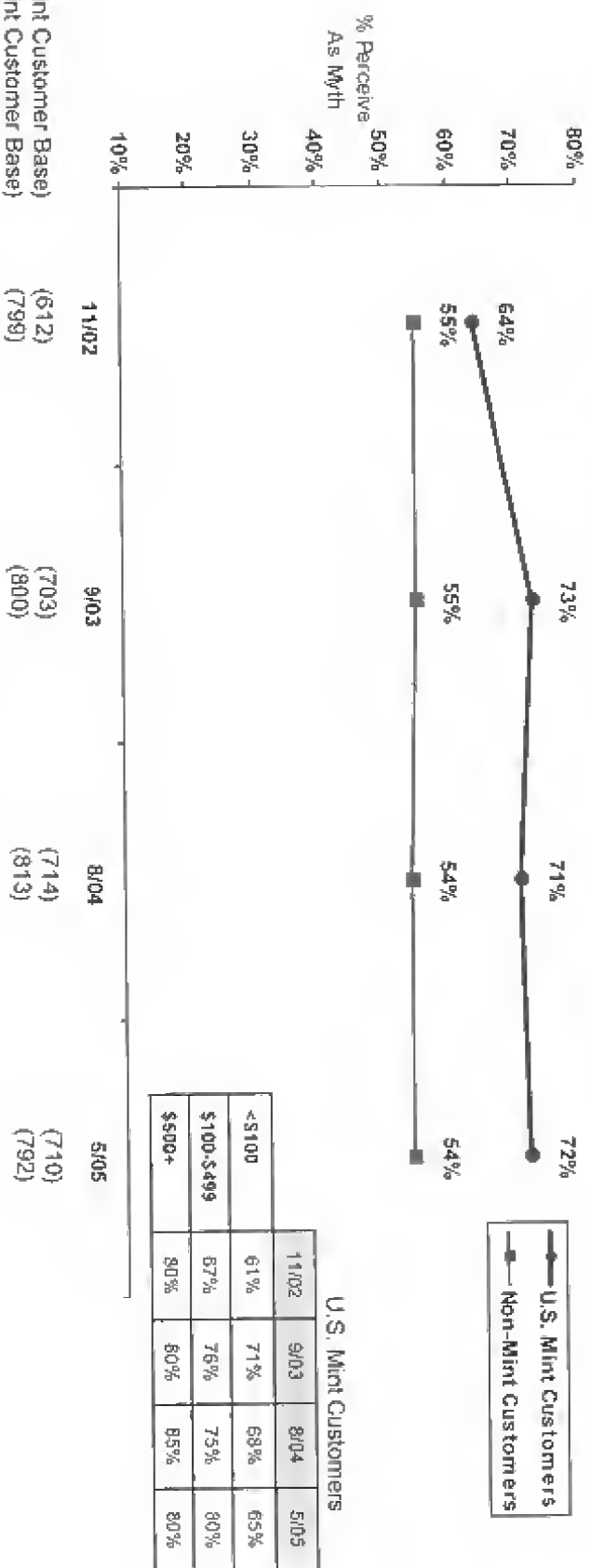
Source: Q.5b

National Analysts, Inc. (2005)

AWARENESS THAT COMMEMORATIVE COINS PRODUCED BY THE FRANKLIN MINT ARE NOT LEGAL CURRENCY HAS REMAINED AT THE SAME LEVEL FOR SEVERAL YEARS

- U.S. Mint customers are more aware of this information than non-Mint customers

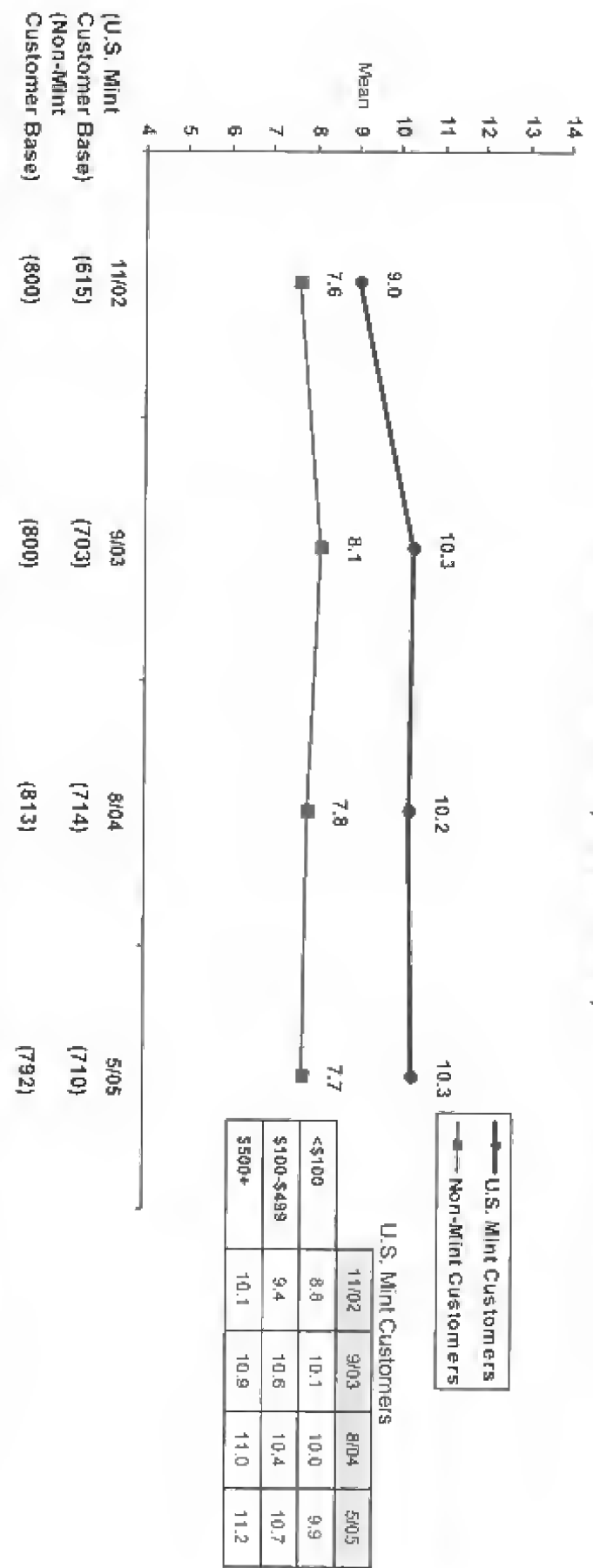
Table 20
"Myth: Commemorative Coins Produced by the Franklin Mint are Legal Currency."



OVERALL KNOWLEDGE OF THE U.S. MINT HAS LEVELLED OFF AMONG U.S. MINT AND NON-MINT CUSTOMERS

- Knowledge among U.S. Mint customers of all spending levels has increased since the Benchmark Survey

Table 21
Overall Knowledge of the U.S. Mint Among U.S. Mint Customers & Non-U.S. Mint Customers*
(Mean & Correct Responses Overall)



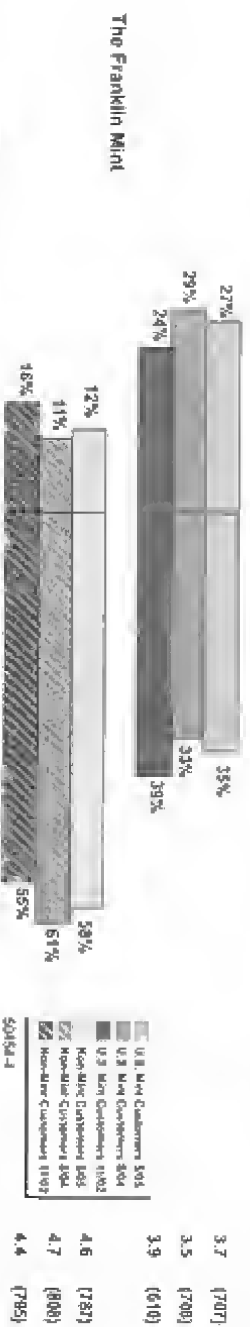
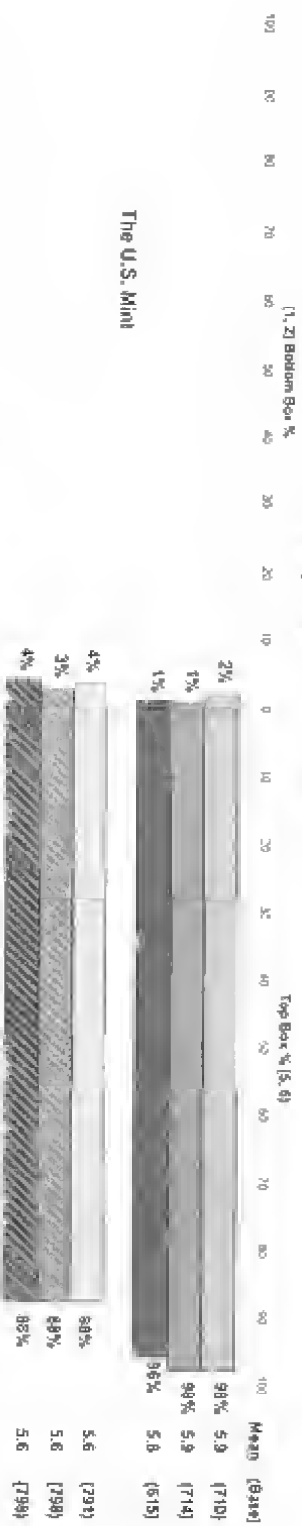
* Each correct response was given one point up to a maximum of 14 points. Knowledge of U.S. Mint products accounts for up to 9 points; mentioning the U.S. Mint as producing coin currency accounts for 1 point; the remaining 4 points are associated with accurate knowledge of specific product features.
Source: Q.3a, Q.4, Q.5

Attitudes Towards the U.S. Mint & Competitors' Products... Authenticity

AS IN PREVIOUS SURVEYS, MORE U.S. MINT CUSTOMERS AND NON-U.S. MINT CUSTOMERS CONSIDER U.S. MINT PRODUCTS TO BE AUTHENTIC/GENUINE COMPARED TO THE FRANKLIN MINT

- Over time, The Franklin Mint's products have been viewed as authentic among non-U.S. Mint customers, but still lag substantially behind the U.S. Mint

Table 22a
Authenticity of U.S. Mint & Competitor Coin Products
Among U.S. Mint Customers & Non-Customers*



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not at all Authentic" and "6" means "Absolutely Authentic or Genuine."

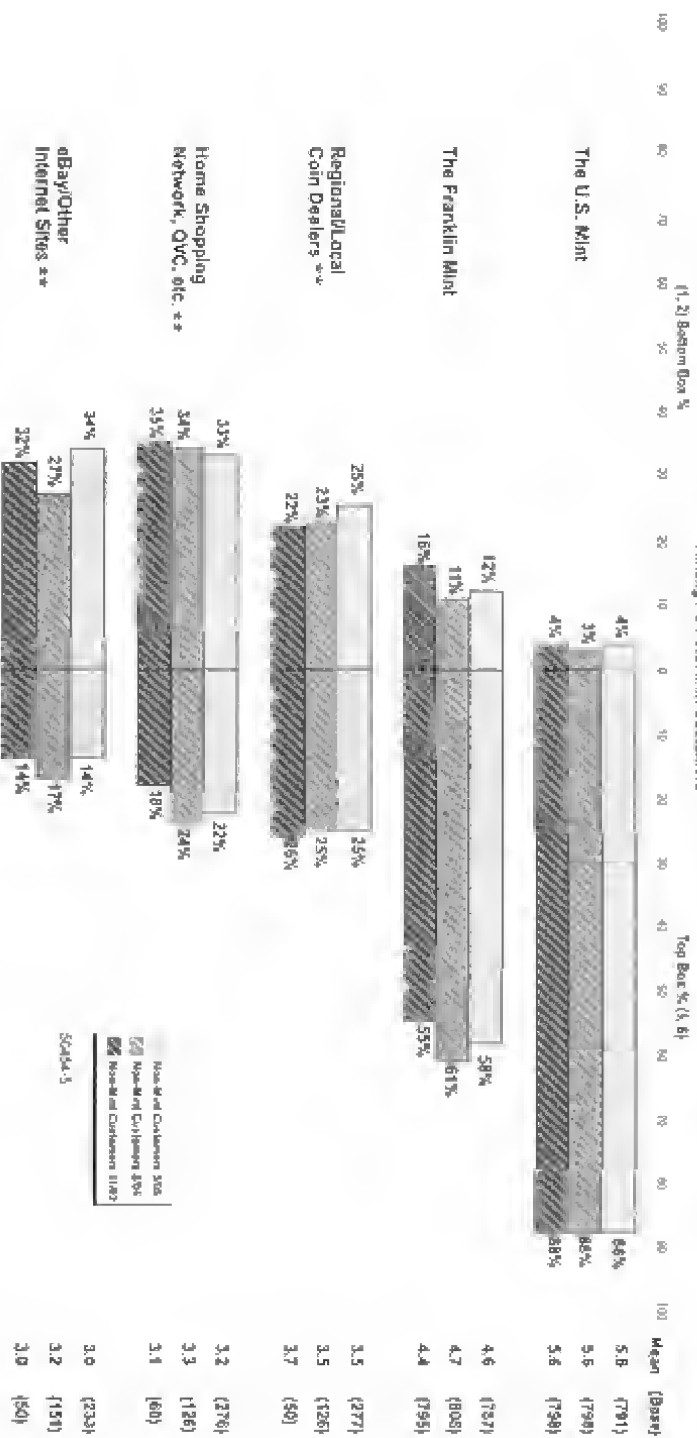
Source: Q.13

National Analysts, Inc. (2005)

Attitudes Towards the U.S. Mint & Competitors' Products... Authenticity

THE PERCEIVED AUTHENTICITY OF COINS AND COIN PRODUCTS FROM INTERNET, HOME SHOPPING CHANNELS, AND DEALERS CONTINUES TO FALL SIGNIFICANTLY BELOW THAT OF THE U.S. MINT

Table 22b
Authenticity of U.S. Mint & Competitor Coin Products
Among Non-U.S. Mint Customers*



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not at all Authentic" and "6" means "Absolutely Authentic or Genuine."

** Asked only of non-Mint customers.

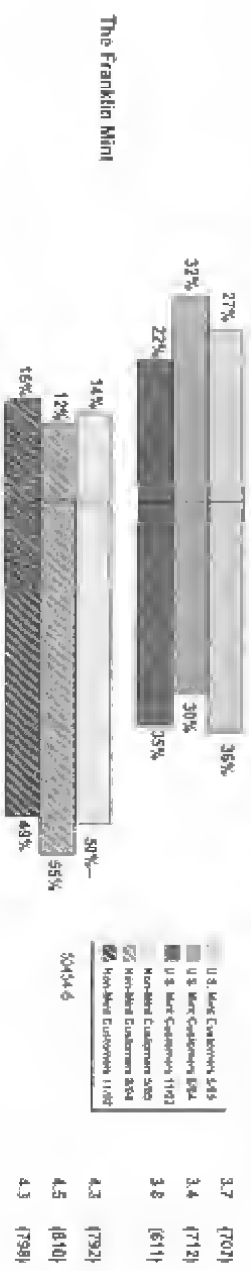
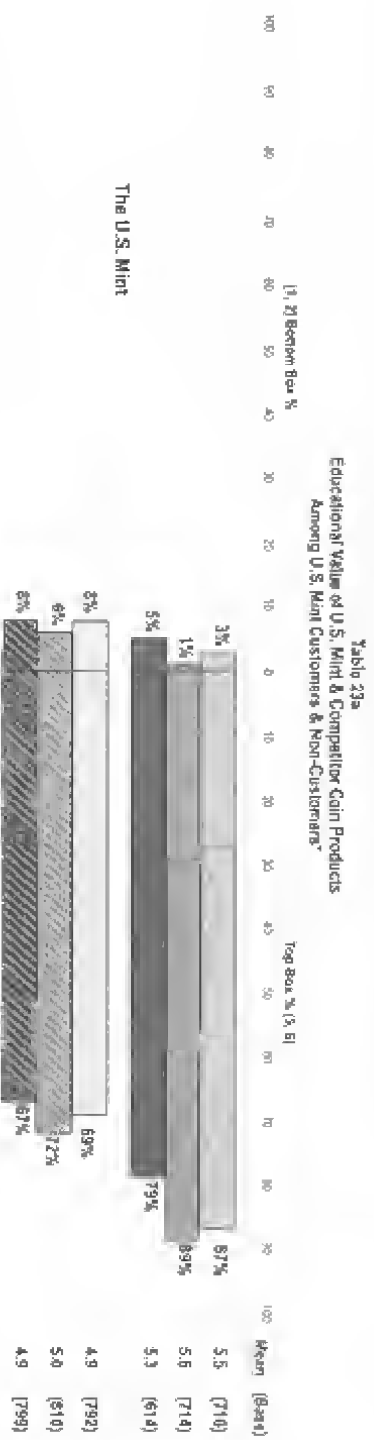
Source: Q.13

National Analysis, Inc. (2005)

Attitudes Towards the U.S. Mint & Competitors' Products... Educational Value

THE PERCEIVED EDUCATIONAL VALUE OF THE U.S. MINT'S COIN PRODUCTS REMAINS VERY HIGH AMONG U.S. MINT CUSTOMERS AND NON-CUSTOMERS

- Since the '02 Benchmark Survey perceptions of the educational value of the U.S. Mint products have increased 8% among customers



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not Educational at all" and "6" means "Highly Educational."

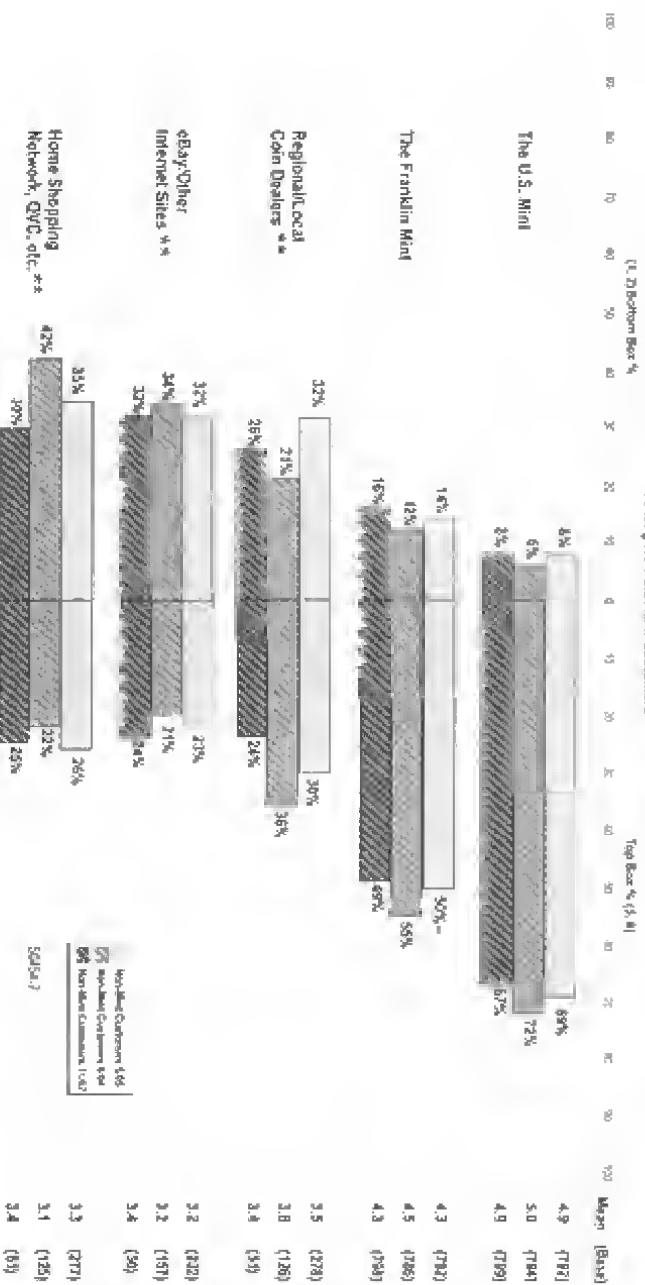
Source: Q.15

Attitudes Towards the U.S. Mint & Competitors' Products... Educational Value

THE PERCEIVED EDUCATIONAL VALUE OF U.S. MINT PRODUCTS OUTSTRIPS THOSE OF ALL OTHER MERCHANTS EVALUATED

- In the current survey, the perceived educational value of the Franklin Mint's coin products has dropped to benchmark levels

Table 1.2b
Educational Value of U.S. Mind & Conception Co's Products
Among Non-U.S. Mind Customers^a



*"Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not Educational at all" and "6" means "Highly Educational".

** Asked only of non-Mint customers.
Source: Q.15

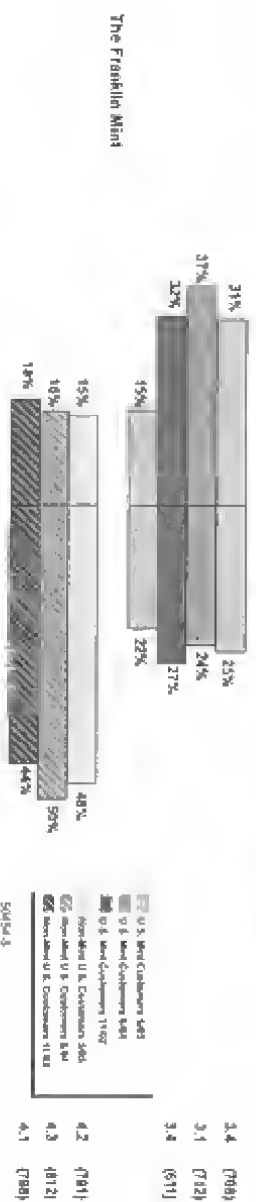
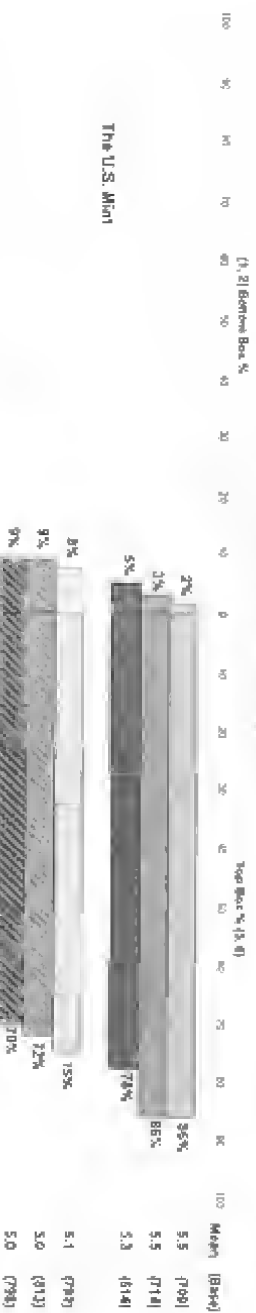
National Analysis, Inc. (2005)

Attitudes Towards the U.S. Mint & Competitors' Products... Investment Potential

AMONG U.S. MINT AND NON-MINT CUSTOMERS, U.S. MINT PRODUCTS ARE PERCEIVED AS HAVING BETTER INVESTMENT POTENTIAL COMPARED TO THE FRANKLIN MINT

- 86% of U.S. Mint customers in the 5/05 Survey believe U.S. Mint products offer investment potential compared to 78% in the Benchmark Survey

Table 24a
U.S. Mint & Competitor Coin Products' Investment Potential
Among U.S. Mint Customers & Non-Customers*



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not a Good Investment" and "6" means "A Very Sound Investment."

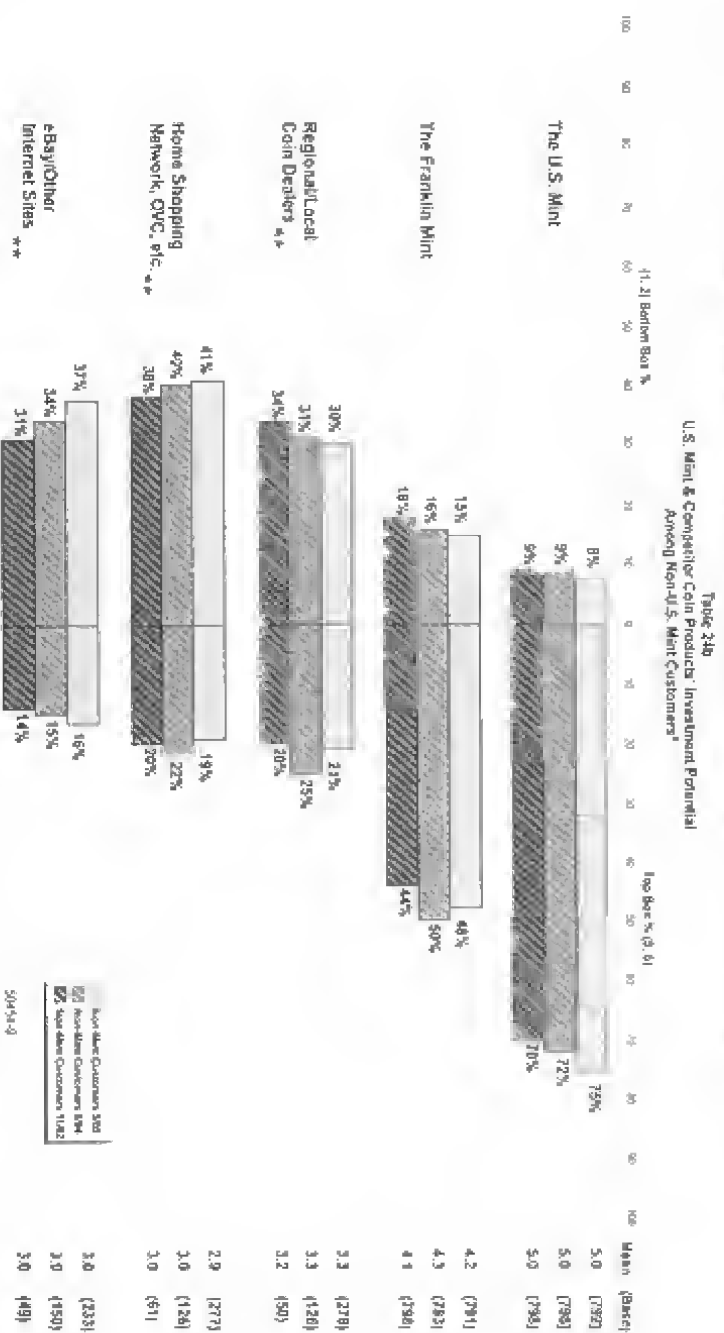
Source: Q.14

National Analysts, Inc. (2005)

Attitudes Towards the U.S. Mint & Competitors' Products... Investment Potential

NON-MINT CUSTOMERS CONTINUE TO BELIEVE THAT THE INVESTMENT POTENTIAL OF COINS PURCHASED FROM THE INTERNET, HOME SHOPPING CHANNELS, AND DEALERS IS NOT AS GOOD AS THE U.S. MINT

- No substantive differences are observed across the surveys



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "3" or "6" on a scale from "1" to "6" where "1" means "Not a Good Investment" and "6" means "A Very Sound Investment". (Continued)

** Asked only of non-Mint customers.

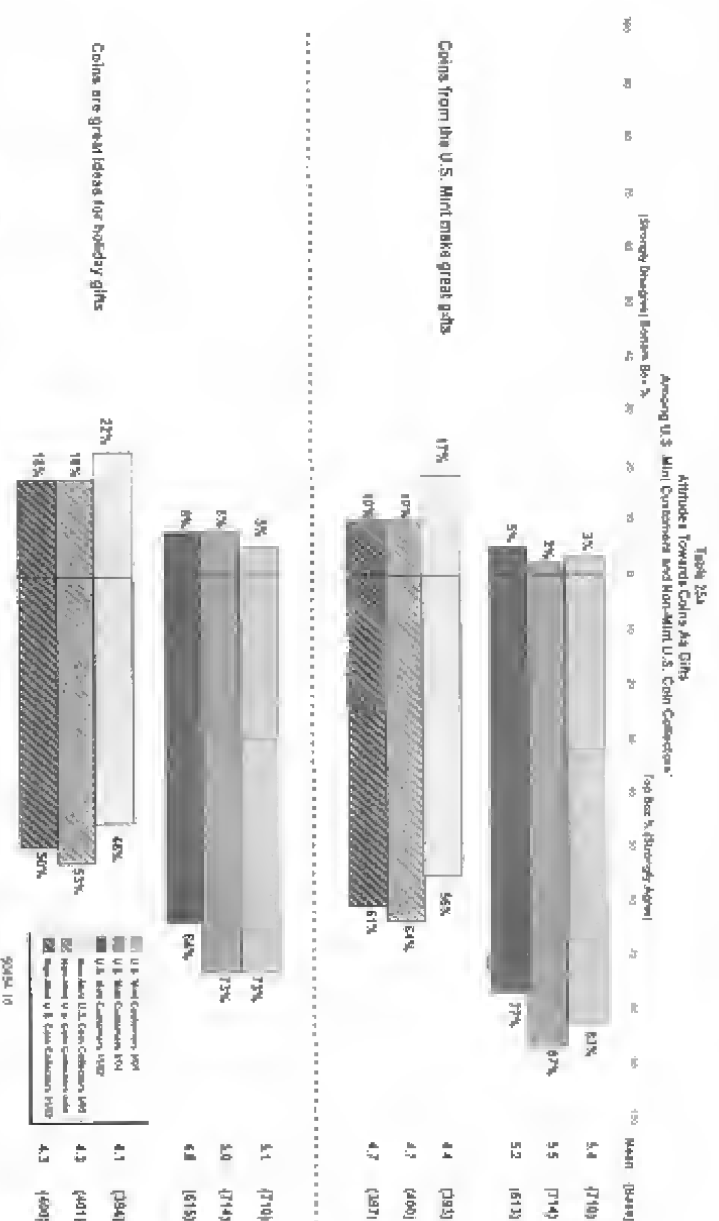
Source: Q. 14

National Analysts, Inc. (2005)

Attitudes Towards Coins & Coin Collecting... Coins as Gifts

U.S. MINT COINS ARE MAINTAINING THEIR POPULARITY AMONG U.S. MINT CUSTOMERS AS GREAT GIFTS BOTH IN GENERAL AND FOR THE HOLIDAYS

- Significantly fewer non-Mint customers in the 5/05 Survey compared to 8/04 believe U.S. Mint coins make great gifts (56% vs. 64%)



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."
 Source: Q 20
 National Analysis, Inc. (2005)

Attitudes Towards Coins & Coin Collecting... Coins as Gifts

AMONG U.S. MINT CUSTOMERS, ATTITUDES TOWARDS COINS AS GIFTS, PARTICULARLY U.S. MINT COINS, HAVE REMAINED VERY FAVORABLE, WITH A SLIGHT DIP AMONG MODERATE SPENDERS

Table 25b
Attitudes Towards Coins as Gifts
Among U.S. Mint Customers by Buyer Status*

Statement	Total U.S. Mint Customers					U.S. Mint Customers											
						<\$100						\$100-\$499					
	5/05	8/04	11/02	5/05	8/04	11/02	5/05	8/04	11/02	5/05	8/04	11/02	5/05	8/04	11/02	5/05	8/04
	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M	(%)
Coins from the U.S. Mint make great gifts	83	5.4	87	5.5	77	5.2	83	5.4	84	5.4	74	5.1	81*	5.3	90	5.5	81
Coins are great ideas for holiday gifts	73	5.1	73	5.0	64	4.8	69	5.0	70	5.0	62	4.7	75	5.1	76	5.2	68
(Approx. Base)																	
	(710)	(713)	(615)	(306)	(301)	(195)	(304)	(305)	(310)	(100)	(108)	(110)					

* % = "Top Box Score" (5/6) on a six-point scale where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Note: M = mean or average

Source: Q.20

National Analysts, Inc. (2005)

THE U.S. MINT CONTINUES TO BE HIGHLY FAVORED AS AN ORGANIZATION FOR BUYING COINS FOR ONESELF

- U.S. Mint customers typically do not think of any other sources besides the U.S. Mint, although \$500+ spenders are more likely to think of other merchants
- Only about two-thirds of non-Mint customers think of the U.S. Mint first as a source for buying coins for themselves

Table 26a
Coin Gift Sources for Purchasing Coins for Self
Among U.S. Mint Customers & Non-Customers
(Aided Measure: Organization Think of First)*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers			
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 Wave 1a (%)	11/02 Wave 1b (%)
The U.S. Mint	67	66	75	96	96	95	66	66	75	64
The Franklin Mint	17*	21	25	2	2	5	17*	22	25	22
Other Sources	16	13	NA	2	2	NA	16	12	NA	14
(Base)	(1,425)	(1,476)	(1,038)	(708)	(710)	(592)	(717)	(766)	(446)	(301)

* May not sum to 100% due to rounding
Source: Q.12

**REGARDLESS OF SPENDING LEVEL, THE U.S. MINT IS THE
"SOURCE" THOUGHT OF FIRST FOR BUYING COIN GIFTS FOR
ONESELF**

Table 26b
Coin Gift Sources for Purchasing Coins for Self
Among U.S. Mint Customers by Buyer Status
(Aided Measure: Organization Think of First)*

U.S. Mint Customers												
	Total			<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
The U.S. Mint	96	96	95	96	96	94	96	96	98	93	91	100
The Franklin Mint	2	2	5	2	2	6	1	3	2	3	6	0
Other Sources	2	2	NA	2	2	NA	2	1	NA	4	3	NA
(Base)	(708)	(710)	(592)	(305)	(300)	(175)	(303)	(304)	(307)	(100)	(106)	(110)

* May not sum to 100% due to rounding
Source: Q.12

NEARLY THE SAME PERCENTAGE OF U.S. MINT AND NON-MINT CUSTOMERS THINK OF THE MINT AS A SOURCE FOR CHILDREN'S COIN GIFTS AS FOR THEMSELVES, WITH LITTLE CHANGE OVER TIME

Table 27a
Coin Gift Sources for Purchasing Coins as a Gift for a Child
Among U.S. Mint Customers & Non-Customers
(Aided Measure: Organization Think of First)*

	Total Sample				Total U.S. Mint Customers				Non-Mint Customers			
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 Wave 1a (%)	11/02 Wave 1b (%)		
The U.S. Mint	63	61	68	94	92	93	63	60	68		59	
The Franklin Mint	18 ⁻	25	32	4	4	7	18 ⁻	26	32		25	
Other Sources	18 ⁺⁺	14	NA	2	3	NA	19 ⁺⁺	14	NA		16	
(Base)	(1,423)	(1,430)	(1,007)	(699)	(682)	(570)	(724)	(748)	(437)		(301)	

* May not sum to 100% due to rounding
Source: Q.12

Attitudes Towards Coins & Coin Collecting... Sources for Coins

THERE ARE NO DIFFERENCES IN PERCEPTIONS OF THE U.S. MINT AS A SOURCE FOR CHILDREN'S GIFTS ACROSS THE SPENDING LEVELS OF U.S. MINT CUSTOMERS

Table 27b
Coin Gift Sources for Purchasing Coins as a Gift for a Child
Among U.S. Mint Customers
(Aided Measure: Organization Think of First)*

	U.S. Mint Customers											
	Total			<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
The U.S. Mint	94	92	93	93	91	92	95	95	95	96	92	99
The Franklin Mint	4	4	7	4	4	8	4	4	5	2	5	1
Other Sources	2	3	NA	3	3	NA	2	2	NA	3	3	NA
(Base)	(699)	(682)	(570)	(304)	(287)	(167)	(297)	(293)	(299)	(98)	(102)	(104)

* May not sum to 100% due to rounding
Source: Q.12

SIMILAR TO COIN GIFTS FOR CHILDREN, THE U.S. MINT STILL RECEIVES THE HIGHEST PERCENTAGE OF "FIRST MENTIONS" AS A SOURCE FOR COIN GIFTS FOR ADULTS

- No substantive changes among non-Mint customers from previous waves are noted

Table 28a

Aided Awareness of U.S. Mint & Competitors for Purchasing Coins as a Gift for an Adult
Among U.S. Mint Customers & Non-Customers
(Aided Measure: Organization Think of First)*

	Total Sample			Total U.S. Mint Customers			Non-Mint Customers			
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 Wave 1a (%)	11/02 Wave 1b (%)
The U.S. Mint	61	59	68	92	95	93	61	59	68	60
The Franklin Mint	22	26	32	4	2	7	22	27	32	27
Other Sources	17	15	NA	4	3	NA	17	14	NA	13
(Approx. Base)	(1,440)	(1,464)	(1,018)	(704)	(697)	(576)	(736)	(767)	(443)	(302)

* May not sum to 100% due to rounding
Source: Q.12

Attitudes Towards Coins & Coin Collecting... Sources for Coins

U.S. MINT CUSTOMERS ACROSS SPENDING LEVELS ARE REMARKABLY CONSISTENT OVER TIME IN THEIR MENTION OF THE U.S. MINT AS THEIR "FIRST" SOURCE FOR BUYING GIFTS FOR ADULTS

Table 28b
Aided Awareness of U.S. Mint & Competitors for Purchasing Coins as a Gift for an Adult
Among U.S. Mint Customers
(Aided Measure: Organization Think of First)*

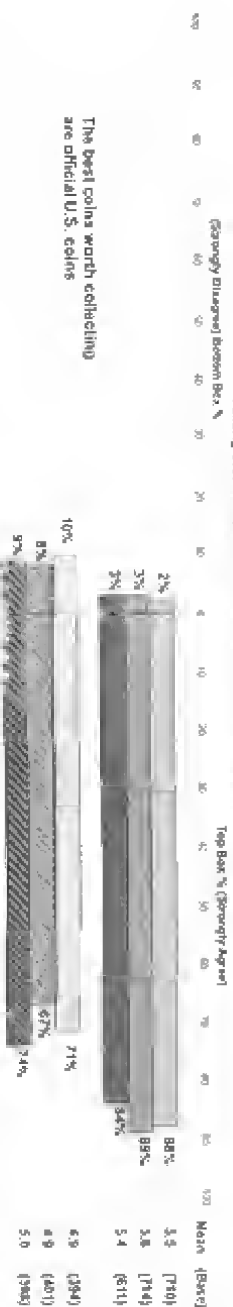
	U.S. Mint Customers											
	Total			<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
The U.S. Mint	92	95	93	91	95	91	94	96	95	94	94	98
The Franklin Mint	4	2	7	4	2	9	3	2	5	2	1	2
Other Sources	4	3	NA	5	3	NA	3	2	NA	4	5	NA
(Approx. Base)	(704)	(697)	(575)	(303)	(296)	(168)	(302)	(295)	(301)	(99)	(106)	(106)

* May not sum to 100% due to rounding
Source: Q.12

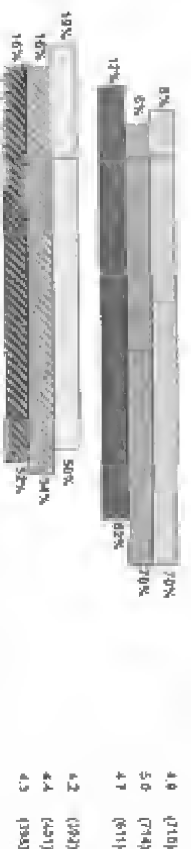
Attitudes Towards Coins & Coin Collecting... Value

SINCE THE GENUINE CAMPAIGN WAS LAUNCHED IN 11/02, MORE U.S. MINT CUSTOMERS NOW SEE COINS AS WORKS OF ART AND NEARLY ALL BELIEVE OFFICIAL U.S. COINS ARE THE BEST ONES TO COLLECT

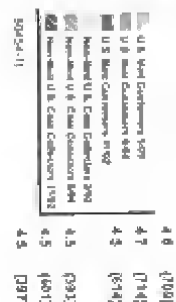
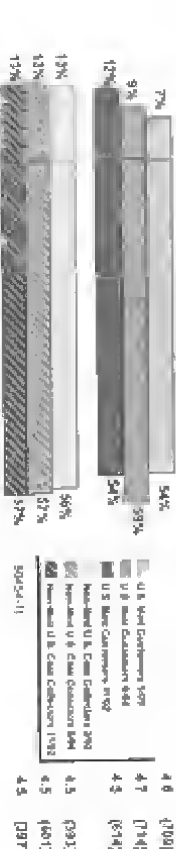
Table 29a
Attitudes Toward Coin Collecting Value
Among U.S. Mint Customers and Non-Doing U.S. Coin Collectors*



The best coins worth collecting are official U.S. coins



Coins are works of art, like paintings or sculpture



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree".
Source: Q 20
National Analysts, Inc. (2005)

Attitudes Towards Coins & Coin Collecting... Value

U.S. MINT CUSTOMERS, ESPECIALLY LOW AND MODERATE SPENDERS, ARE NOW MORE INCLINED TO PERCEIVE COINS AS WORKS OF ART

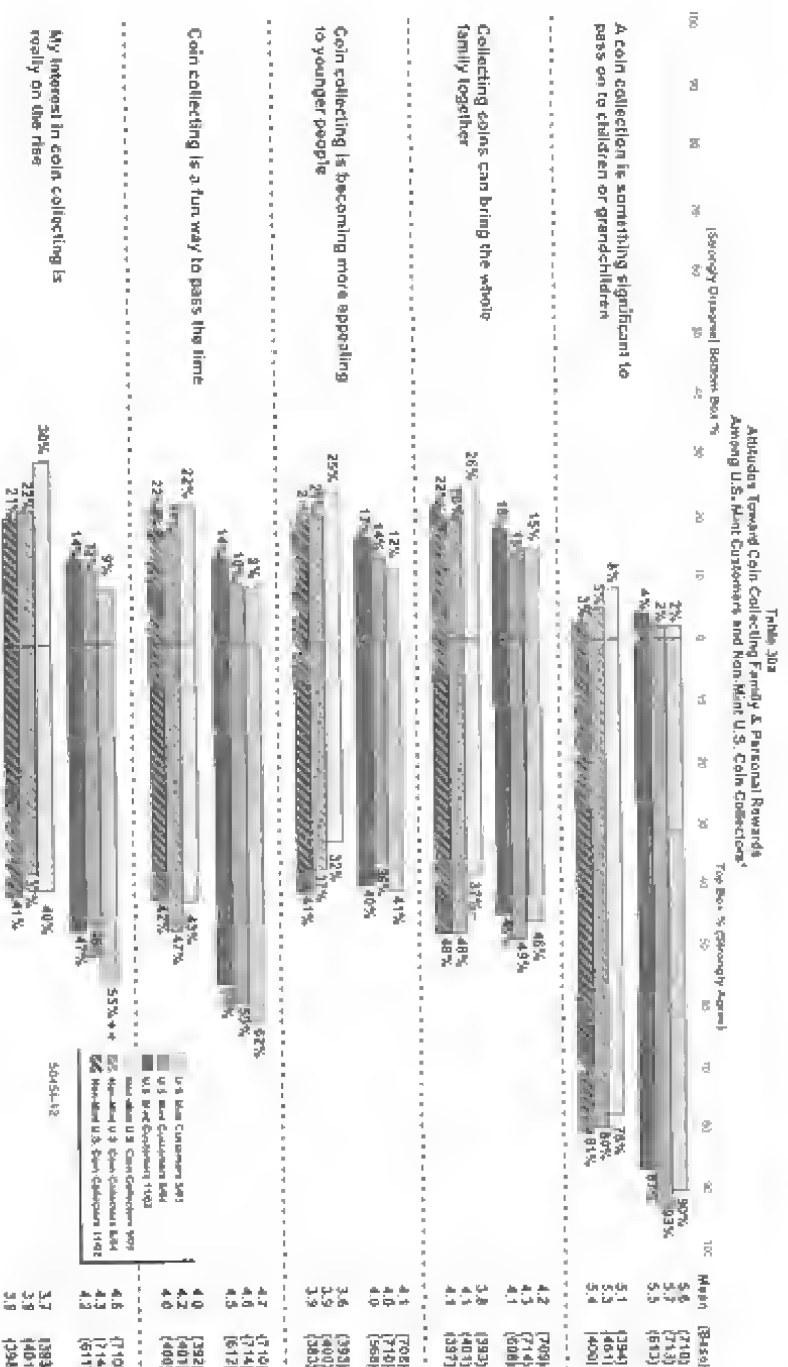
Table 29b
Attitudes Toward Coin Collecting Value
Among U.S. Mint Customers by Buyer Status*

Statement	U.S. Mint Customers									
	Total U.S. Mint Customers					<\$100				
	6/05		8/04		11/02		6/05		8/04	
	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M
The best coins worth collecting are official U.S. coins	88	5.5	89	5.6	84	5.4	88	5.5	88	5.5
Coins are works of art like paintings or sculpture	70	4.9	70	5.0	62	4.7	66	4.8	69	4.9
Collecting coins is a good financial investment	54	4.6	59	4.7	54	4.5	50	4.5	54	4.5
(Approx. Base)	(709)		(712)		(615)		(305)		(309)	
	U.S. Mint Customers									
	<\$100-\$499					\$500+				
	6/05		8/04		11/02		6/05		8/04	
	(%)	M	(%)	M	(%)	M	(%)	M	(%)	M
The best coins worth collecting are official U.S. coins	88	5.5	89	5.6	84	5.4	88	5.5	88	5.5
Coins are works of art like paintings or sculpture	70	4.9	70	5.0	62	4.7	66	4.8	69	4.9
Collecting coins is a good financial investment	54	4.6	59	4.7	54	4.5	50	4.5	54	4.5
(Approx. Base)	(709)		(712)		(615)		(305)		(309)	

* Percent = "Top Box" score of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."
Source: Q.20 National Analysts, Inc. (2005)

Attitudes Towards Coins & Coin Collecting... Family & Personal Rewards

AMONG U.S. MINT CUSTOMERS, COIN ATTITUDES AND BENEFITS HAVE REMAINED STABLE SINCE THE BENCHMARK SURVEY, EXCEPT THAT INTEREST IN COIN COLLECTING IS RISING AMONG THEM



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Source: Q.20

National Analysis, Inc. (2005)

100

INVOLVEMENT THAN THE PREVIOUS WAVE

Table 30b

Among U.S. Mint Customers by Buyer Status*

Statement	U.S. Mint Customers									
	<\$100					\$100-\$499				
	5/05		8/04		11/02		5/05		8/04	
	%	M	%	M	%	M	%	M	%	M
A coin collection is something significant to pass on to children or grandchildren	89	5.6	93	5.6	87	5.4	91	5.6	94	5.7
Collecting coins can bring the whole family together	46	4.3	45	4.2	43	4.1	39	4.0	54	4.5
Coin collecting is becoming more appealing to younger people	34	4.0	33	3.9	39	3.9	43	4.2	41	4.2
Coin collecting is a fun way to pass the time	60	4.7	54	4.5	43	4.1	62	4.7	66	4.8
My interest in coin collecting is really on the rise	50**	4.4	39	4.3	53	4.4	55	4.6	58	4.6

Bottom Box is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1 to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree".

"Strongly Agree."

National Analysis, Inc. (2005)

Coin & Coin-Related Behaviors... Past Coin Purchases

COIN PURCHASE PATTERNS FOR U.S. MINT AND NON-MINT COIN COLLECTORS HAVE CHANGED SOMEWHAT OVER TIME, WITH PROPORTIONATELY MORE OF THEM REPORTING HAVING MADE A PURCHASE FROM DEALERS

Table 31a
Prior Coin Purchasing Behaviors Among U.S. Mint Customers & Non-U.S. Mint Coin Collectors Who Ever Purchased Coins*

% Who Have Ever Made a Purchase From Each Organization	Total U.S. Mint Customers			Non-Mint U.S. Coin Collectors		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint	100	100	100	31	35	30
Franklin Mint	26	31	32	18	25	23
Regional or Local Coin Dealers	44	29		28	16	
Internet Auction Sites (e.g., eBay)	15	12		3	12	
TV Shopping Programs (e.g., Home Shopping Network, QVC)	10	9		8	10	
(U.S. Mint/Franklin Mint Base)	(623)	(714)	(573)	(376)	(401)	(363)
(Approximate Base for Others)	(184)	(103)		(122)	(61)	

* Does not sum to 100% due to multiple responses.

Note: Non-Mint U.S. coin collectors who purchased from the U.S. Mint did not make such a purchase in the past 12 months; hence, they are not considered U.S. Mint customers.

Source: Q.16

National Analysts, Inc. (2005)

Coin & Coin-Related Behaviors... Past Coin Purchases

THE PERCENTAGE OF U.S. MINT CUSTOMERS WHO REPORTED EVER MAKING A PURCHASE FROM THE FRANKLIN MINT IN THE CURRENT SURVEY IS ABOUT THE SAME AS THE BENCHMARK FOR EACH SPENDING GROUP

Table 31b
Past Coin Purchasing Behaviors Among U.S. Mint Customers by Spending Levels Who Ever Purchased Coins*

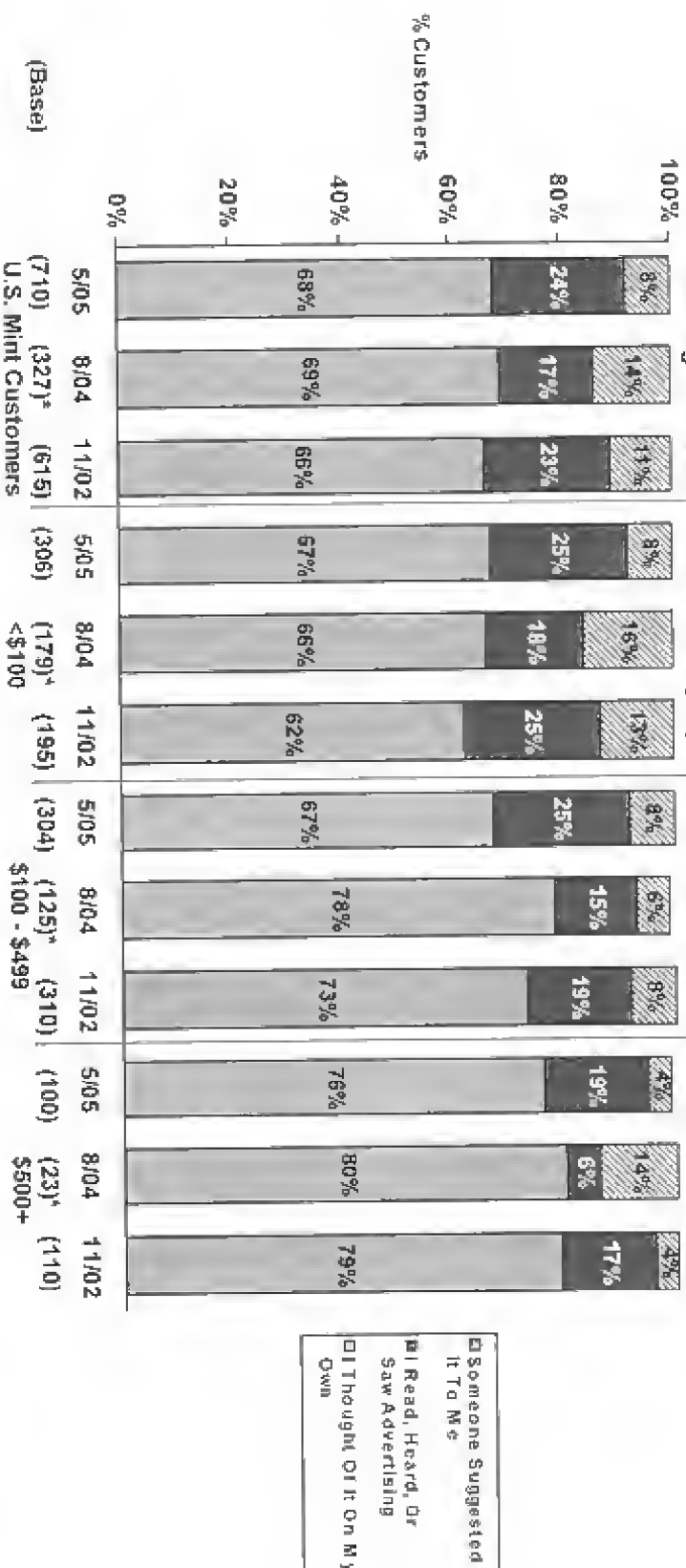
% Who Have Ever Made a Purchase From Each Organization	Total U.S. Mint Customers			U.S. Mint Customers								
				<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
U.S. Mint	100	100	100	100	100	100	100	100	100	100	100	100
Franklin Mint	34	31	32	34	28	32	34	36	30	29	42	38
(Approx. Base)	(633)	(714)	(573)	(265)	(301)	(179)	(264)	(305)	(291)	(94)	(108)	(103)

* Does not sum to 100% due to multiple responses
Source: Q.16

THE IMPETUS TO MAKE A U.S. MINT PURCHASE HAS REMAINED STEADY ACROSS WAVES OVERALL; ADVERTISING APPEARS TO PLAY A ROLE FOR SOME

Table 32

Among U.S. Mint Customers By Spending Levels Who Ever Purchased Coins
Trigger for Past Coin Purchases



* Base sizes for 5/05 and 8/04 include only U.S. Mint customers who have only purchased from the U.S. Mint during the past 12 months. Previous waves included U.S. Mint customers who purchased either from the U.S. Mint alone, or from the U.S. Mint and other organizations.
Source: Q.S5
National Analysis, Inc. (2005)

AS EXPECTED, THERE IS CONTINUED INTEREST IN MAKING PURCHASES FROM THE U.S. MINT, ESPECIALLY AMONG CURRENT CUSTOMERS

- About one-half of the coin collectors who have not purchased from the U.S. Mint are interested in core products

Table 33a
Future U.S. Mint Coin Purchases Among U.S. Mint Customers & Non-U.S. Mint Coin Collectors

% Who Would Seriously Consider Buying Item in Next 12 Months	Total U.S. Coin Collectors			Total U.S. Mint Customers			Non-Mint Coin Collectors		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
Any quarters	55	53	63	87	89	89	54	53	62
Any proofs/uncirculated coins	44	42	47	94	95	86	44	41	46
Any commemoratives	42	35	40	50	43	50	42	35	40
Any recent U.S. Mint coins	52	47	57	62	55	74	52	47	57
Proofs/uncirculated only	1	1	0	1	3	1	1	1	0
Commemoratives only	<1	0	<1	0	0	<1	<1	<1	<1
Q50 quarters only	3	4	6	1	1	2	3	5	6
Recent U.S. Mint coins only	<1	1	1	<1	<1	<1	<1	1	1
Proofs/uncs and quarters only	1	1	<1	13	18	7	<1	1	<1
Commem. and quarters only	1	<1	<1	0	0	0	1	<1	<1
Recent U.S. coins and quarters only	2	2	1	<1	<1	1	2	2	1
Proofs/uncs, commem. and quarters only	1	<1	<1	4	2	2	1	<1	<1
Proofs/uncs, commem. quarters, recent coins only	1	1	1	6	5	4	1	1	1
Any coin product but no U.S. Mint coins	8	11	7	<1	<1	<1	8	11	7
No U.S. Mint coins or coin products	31	35	24	1	1	2	32	35	24
(Approx. Base)	(1,104)	(1,115)	(1,015)	(710)	(714)	(615)	(394)	(401)	(400)

LOW AND MODERATE SPENDING U.S. MINT CUSTOMERS EXPRESS MORE INTEREST IN PROOF AND UNCIRCULATED SETS COMPARED TO THE BENCHMARK SURVEY

Table 33b

Future U.S. Mint Coin Purchases Among U.S. Mint Customers by Buyer Status

% Who Would Seriously Consider Buying Item in Next 12 Months	U.S. Mint Customers											
	Total			<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
Any quarters	87	89	89	90	85	88	80	95	92	92	95	89
Any proofs/uncirculated coins	94	95	86	90	94	84	98	97	90	96	98	98
Any commemoratives	50	43	50	46	34	46	51	54	54	68	72	71
Any recent U.S. Mint coins	62	55	74	50	45	70	72	71	78	91	84	93
Proofs/uncirculated only	1	3	1	1	4	2	2	1	1	0	1	1
Commemoratives only	0	0	<1	0	0	0	0	0	1	0	0	1
Q50 quarters only	1	1	2	1	1	3	1	1	1	0	0	0
Recent U.S. Mint coins only	<1	<1	<1	<1	<1	0	0	0	<1	0	0	0
Proofs/uncs and quarters only	13	18	7	15	24	8	12	11	6	4	3	1
Commem. and quarters only	0	0	0	0	0	0	0	0	0	0	0	0
Recent U.S. coins and quarters only	<1	<1	1	<1	<1	1	0	0	1	2	0	0
Proofs/uncs, commem. and quarters only	4	2	2	6	3	2	1	1	1	0	0	0
Proofs/uncs, commem., quarters, recent coins only	6	5	4	5	4	4	6	7	5	10	3	4
Any coin product but no U.S. Mint coins	<1	<1	<1	<1	<1	0	<1	<1	1	0	0	0
No U.S. Mint coins or coin products	1	1	2	3	2	2	<1	<1	2	0	0	0
(Approx. Base)	(710)	(714)	(615)	(306)	(301)	(195)	(304)	(305)	(310)	(100)	(108)	(110)

Source: Q.18

National Analysis, Inc. (2005)

Coin & Coin-Related Behaviors... Future Coin Purchases

THE PROPORTION OF U.S. MINT CUSTOMERS IN EACH SPENDING GROUP INDICATING THEY EXPECT TO INCREASE THEIR SPENDING DURING THE NEXT 12 MONTHS HAS NOT CHANGED APPRECIABLY OVER TIME

Table 34
Expected Increase in Spending at the U.S. Mint in Next 12 Months
Among U.S. Mint Customers

	Total U.S. Mint Customers			U.S. Mint Customers								
				<\$100			\$100-\$499			\$500+		
	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)	5/05 (%)	8/04 (%)	11/02 (%)
Increase	18	20	13	16	16	12	19	24	13	27	26	18
Stay the Same	80	79	83	82	82	83	79	74	83	67	67	78
(Approx. Base)	(709)	(709)	(615)	(306)	(300)	(195)	(304)	(304)	(310)	(99)	(105)	(110)

* Sample sizes are too small to report.
Source: Q.17

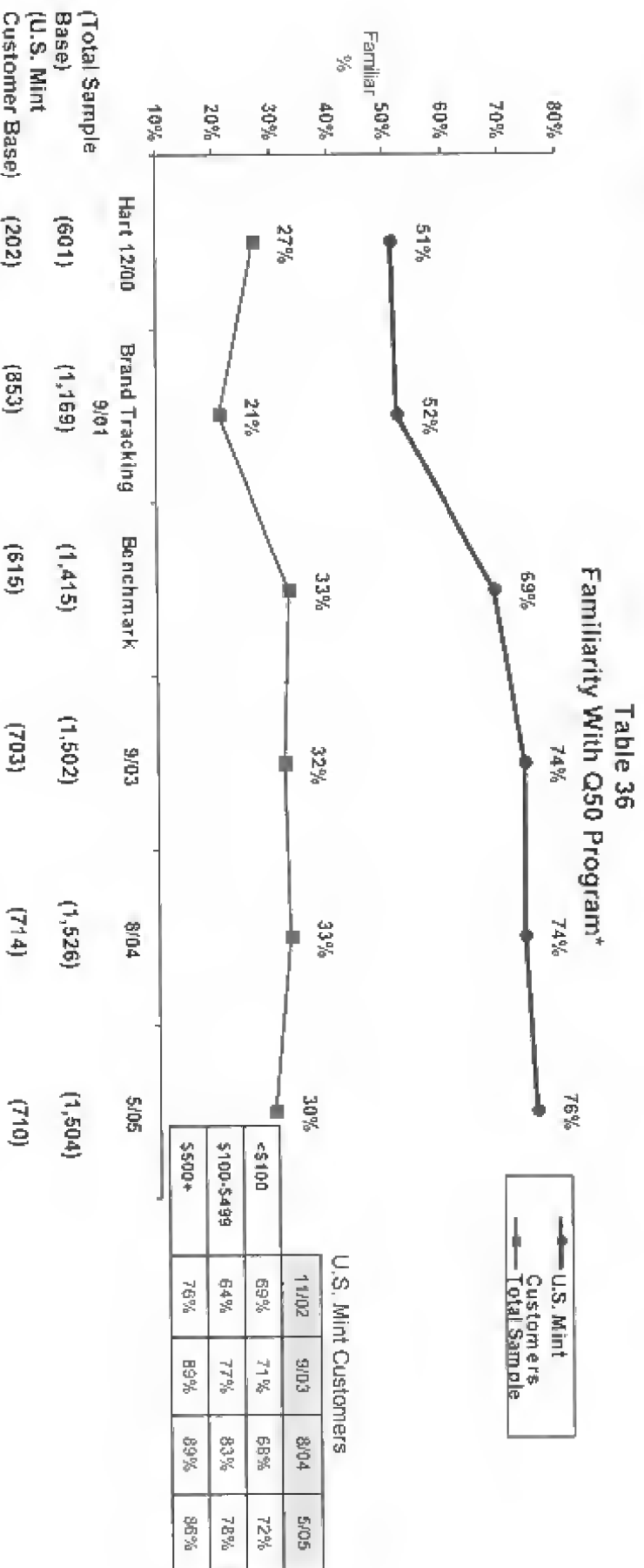
National Analysis, Inc. (2005)

THE INTERNET AS A METHOD FOR PLACING ORDERS IS GROWING IN POPULARITY, WITH A 10% INCREASE BETWEEN THE 8/04 SURVEY AND THE CURRENT WAVE

Table 35
Method of Most Recent U.S. Mint Order Placement by Customer Status

Method of Most Recent U.S. Mint Order Placement	Total U.S. Mint Customers (%)		U.S. Mint Customers					
			<\$100 (%)		\$100-\$499 (%)		\$500+ (%)	
	5/05	8/04	5/05	8/04	5/05	8/04	5/05	8/04
Internet	42	32	36	30	50	34	42	47
Mail	30	48	38	53	22	42	16	22
Phone	28	20	25	17	28	24	41	31
Fax	<1	<1	0	<1	0	0	1	0
(Approximate Base)	(701)	(705)	(300)	(299)	(301)	(491)	(100)	(106)

Q50 PROGRAM FAMILIARITY HAS HELD STEADY SINCE 2003 AMONG ALL GROUPS, INCLUDING EACH U.S. MINT CUSTOMER SUBGROUP



* Percentages are "Top Box" results ("5" for Hart; "8" for tracking and baseline) on a scale from "1" to "5" ("6") where "1" means "Read or Heard Nothing At All" and "5" ("6") means "Read or Heard a Great Deal."

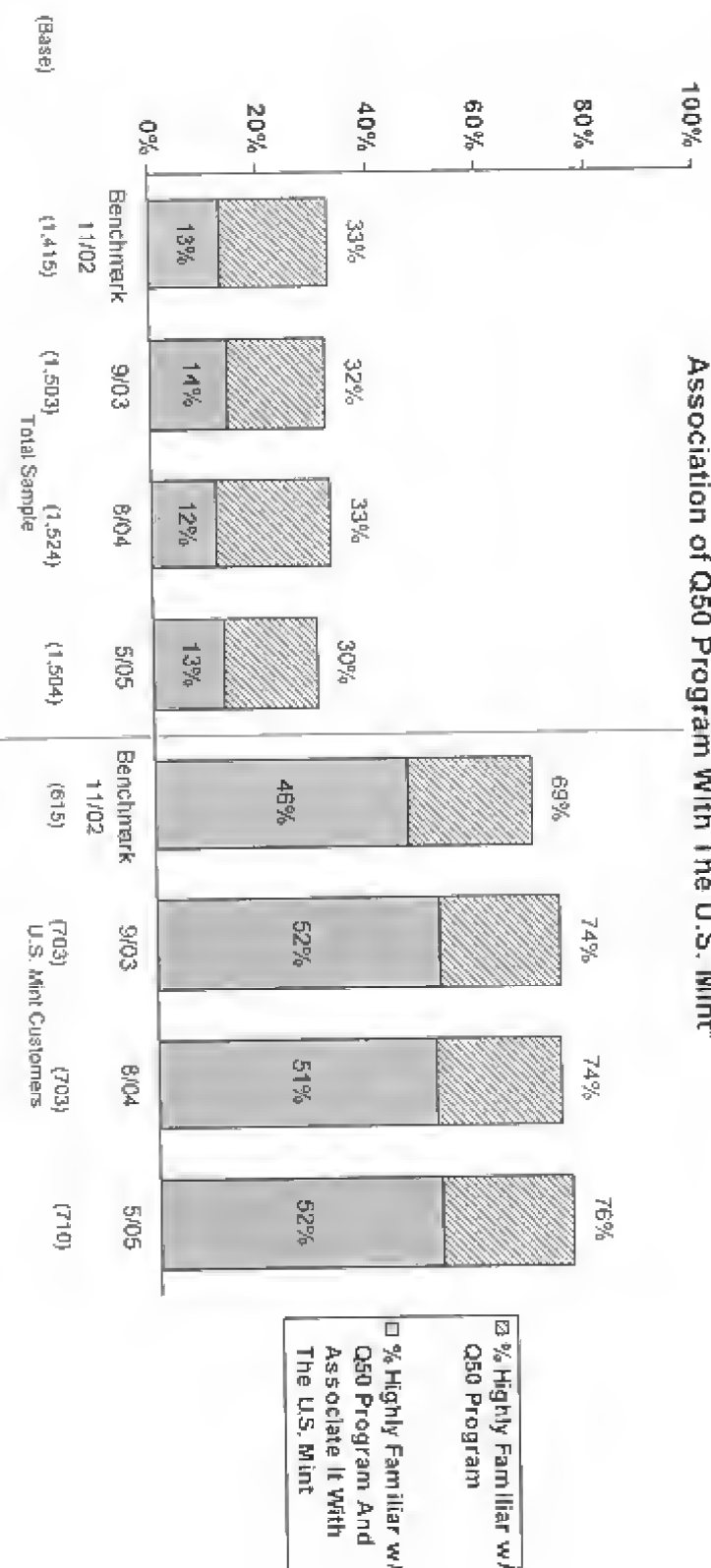
Source: Q.2; Brand Tracking Q.55, Q.56; Hart Q.3

National Analysts, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Program Familiarity

RECOGNITION OF THE U.S. MINT'S SPONSORSHIP OF THE Q50 PROGRAM HAS LEVELED OFF IN THE LAST FEW YEARS AMONG U.S. MINT CUSTOMERS AND NON-CUSTOMERS

Table 37
Association of Q50 Program With The U.S. Mint*



* Percentages are "Top Box" results ("6") on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

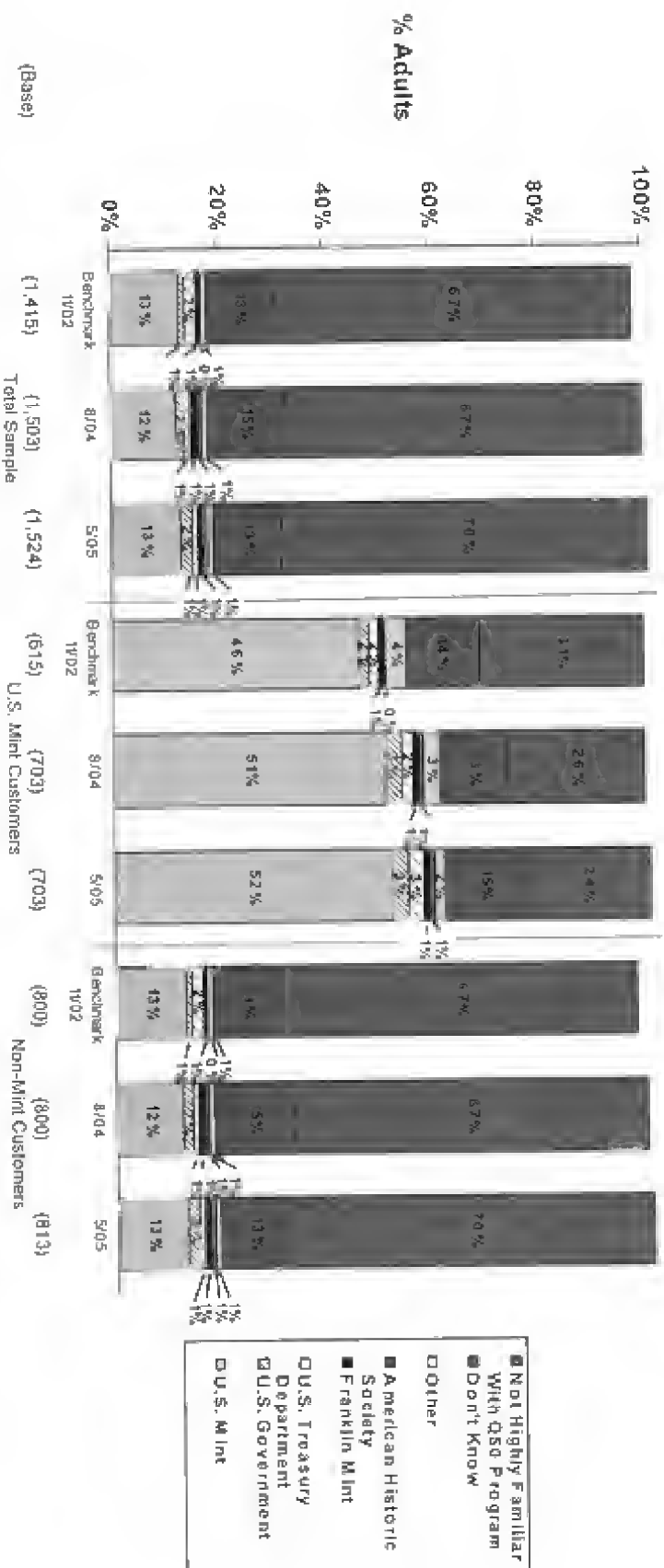
Source: Q.2a; Brand Tracking Q.55, Q.56, Q.56a

National Analysts, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Program Familiarity

RECOGNITION OF THE ASSOCIATION OF THE Q50 PROGRAM WITH THE U.S. MINT HAS INCREASED AMONG U.S. MINT CUSTOMERS AND REMAINED STEADY AMONG NON-CUSTOMERS SINCE THE BENCHMARK

Table 38a
Association of Q50 Program With The U.S. Mint*



* Percentages for "Not Highly Familiar" include responses "1" through "5" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Source: Q.2, Q.2a; Brand Tracking Q.55, Q.56, Q.56a

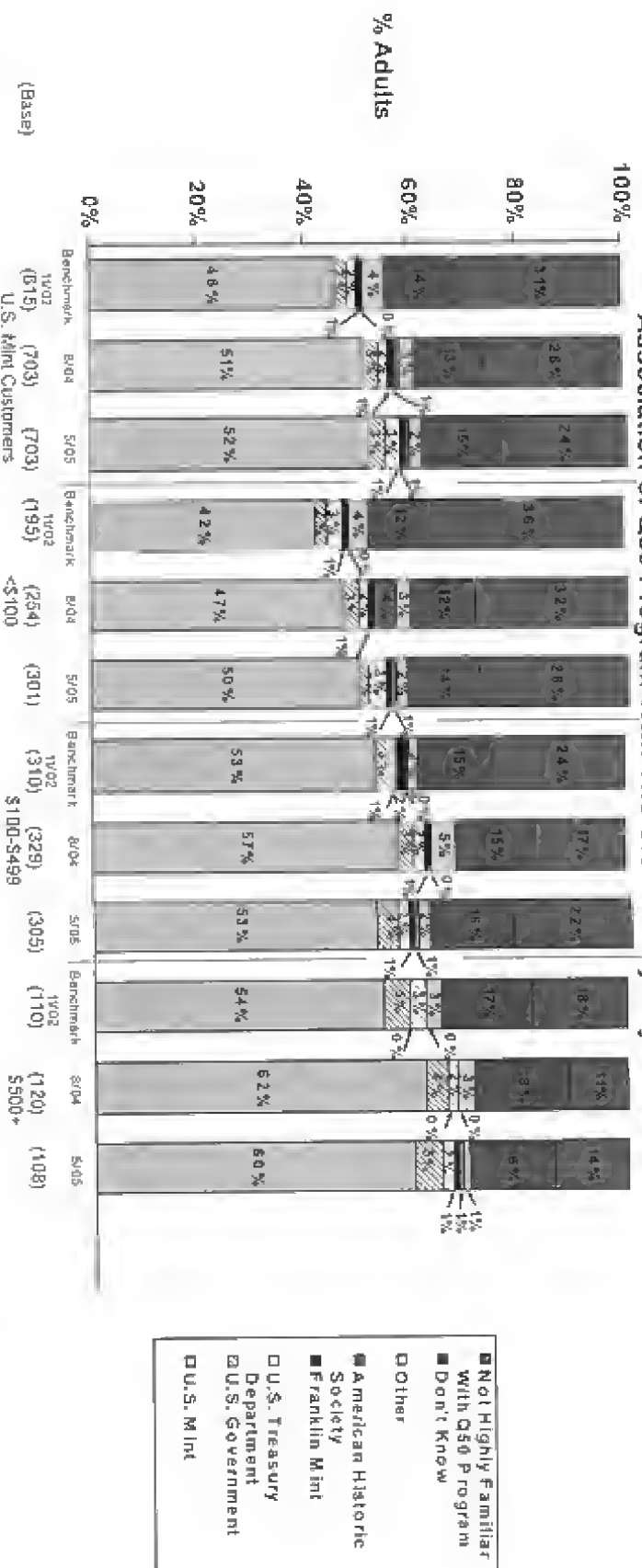
National Analysts, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Program Familiarity

SINCE THE BENCHMARK, FAMILIARITY AND ASSOCIATION OF THE Q50 PROGRAM HAS INCREASED AMONG CUSTOMERS AT ALL SPENDING LEVELS

Table 38b

Association of Q50 Program With The U.S. Mint by Buyer Status*



* Percentages for "Not Highly Familiar" include responses "1" through "5" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

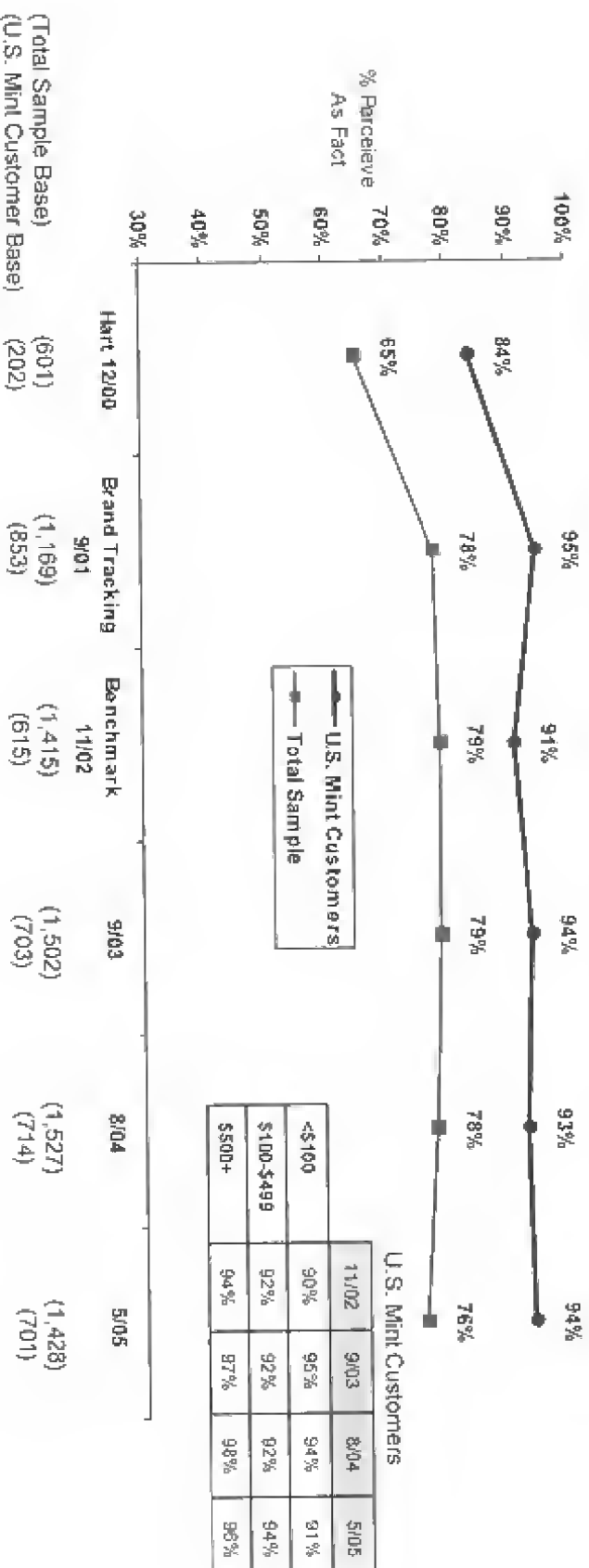
Source: Q.2, Q.2a; Brand Tracking Q.55, Q.56, Q.56a

National Analysis, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Awareness of Program Features

AWARENESS THAT QUARTERS WILL BE PRODUCED IN THE ORDER IN WHICH STATES JOINED THE UNION CONTINUES TO BE AT THE LEVELS FIRST OBSERVED IN THE BRAND TRACKING SURVEY – 94% FOR U.S. MINT CUSTOMERS AND 76% FOR NON-MINT CUSTOMERS

Table 39
“Fact: The New Quarters Will be Produced in the Order in Which States Joined the Union”

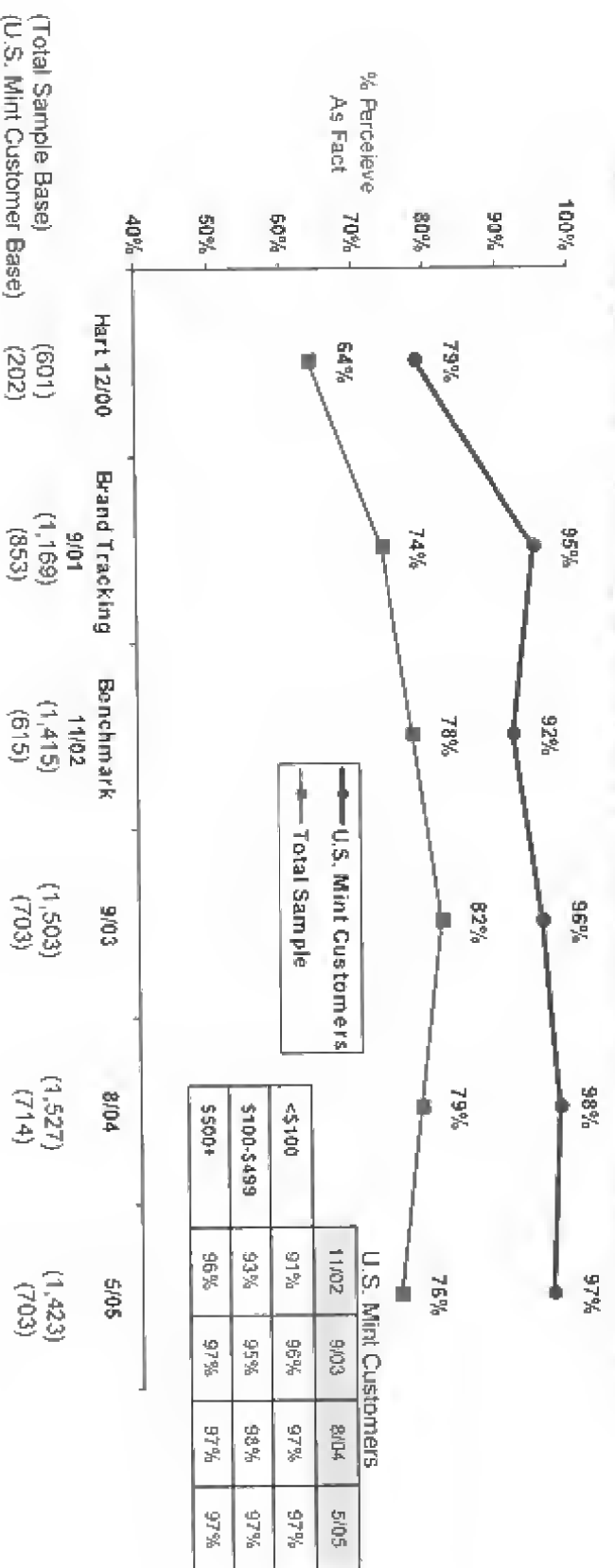


Source: Q.6; Brand Tracking Q.29a; Hart Q.4

National Analysis, Inc. (2005)

**KNOWLEDGE THAT THE U.S. MINT WILL PRODUCE FIVE NEW
QUARTERS A YEAR HAS ALSO REMAINED HIGH, AT 76% FOR THE
TOTAL POPULATION AND 97% FOR U.S. MINT CUSTOMERS**

Table 40
"Fact: The Mint Will Produce Five New Quarters a Year Beginning in 1999 & Ending in 2008"

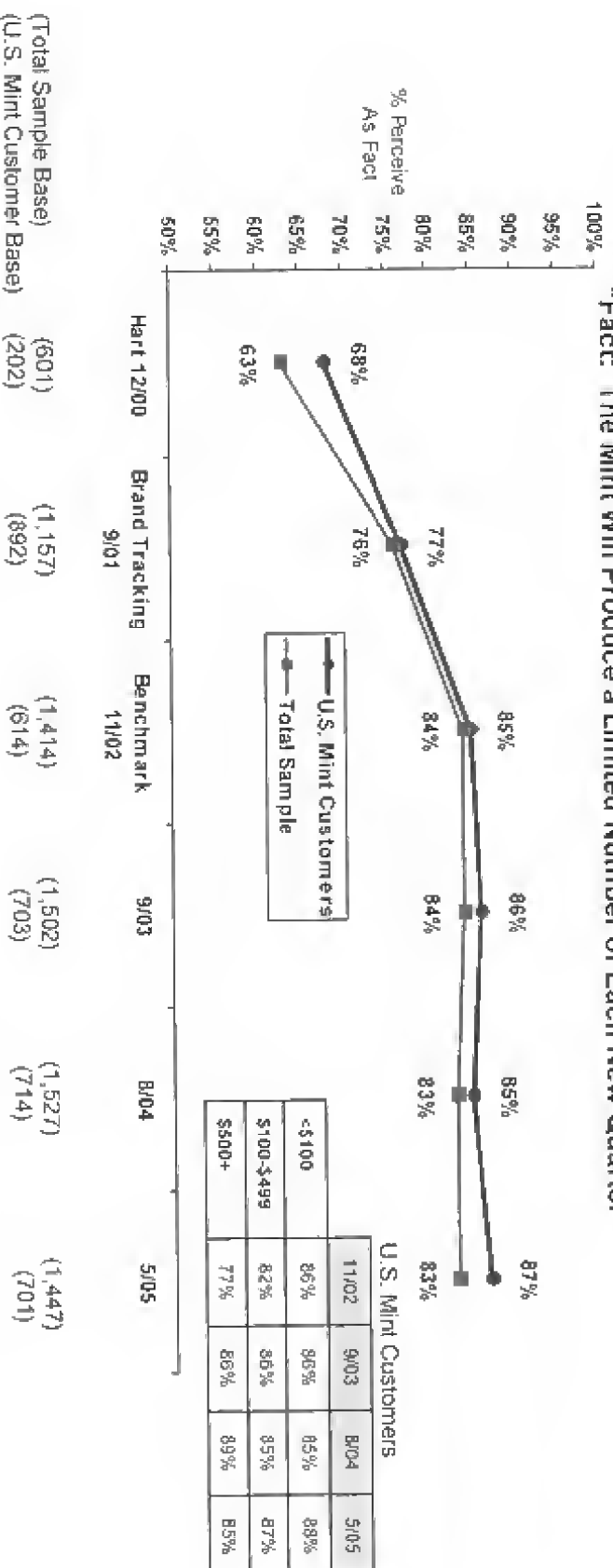


Source: Q.6; Brand Tracking Q.29a; Hart Q.4

National Analysis, Inc. (2005)

OVERALL AWARENESS THAT PRODUCTION OF EACH NEW QUARTER IS LIMITED HAS REMAINED STABLE AT APPROXIMATELY 85% SINCE THE BENCHMARK SURVEY

Table 41
"Fact: The Mint Will Produce a Limited Number of Each New Quarter"



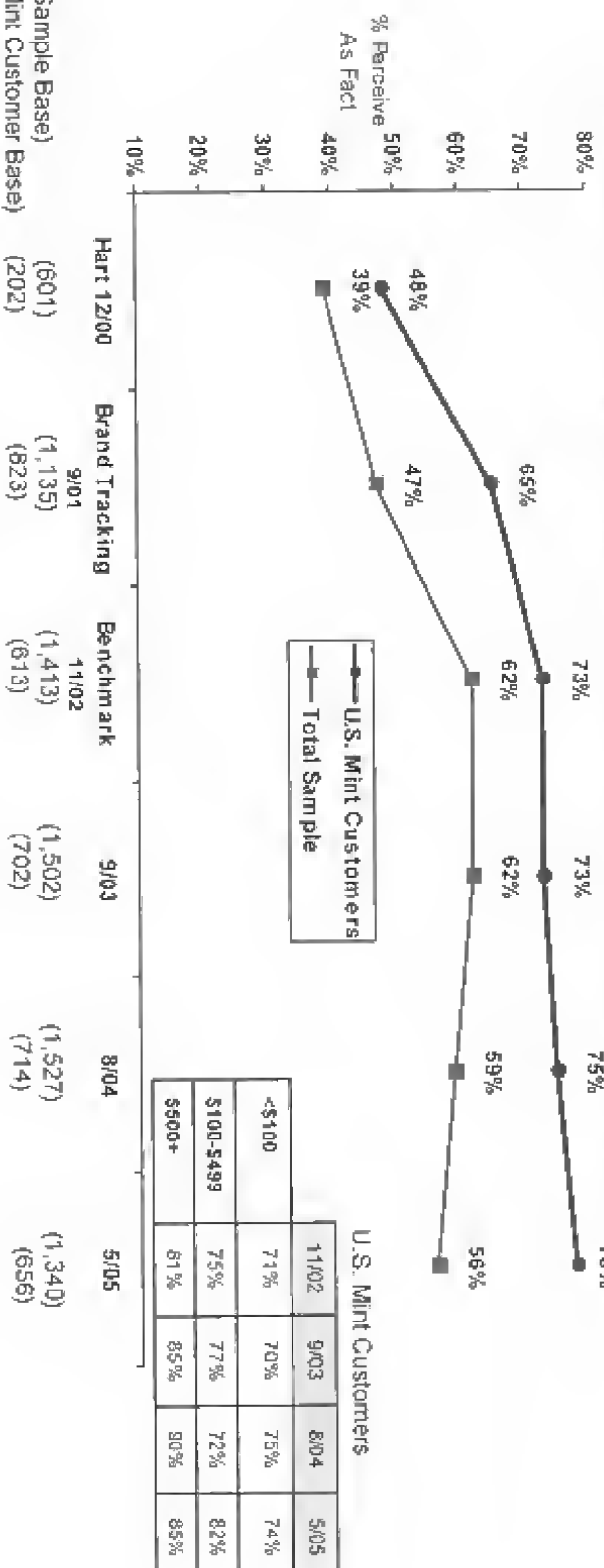
Source: Q.6: Brand Tracking Q.29a: Hart Q.4

National Analysis, Inc. (2005)

AWARENESS THAT EACH QUARTER WILL BE MINTED FOR ONLY 10 WEEKS CONTINUES TO BE THE LEAST FAMILIAR ASPECT OF THE Q50 PROGRAM, EVEN AMONG U.S. MINT CUSTOMERS

- Non-Mint customers' knowledge of this fact has been steadily dropping (now at 56%) from its high of 62% in the Benchmark Survey

Table 42
"Fact: Each Quarter Will be Minted for Only 10 Weeks & Then Will Never be Minted Again"



Source: Q.6: Brand Tracking Q.29a; Hart Q.4

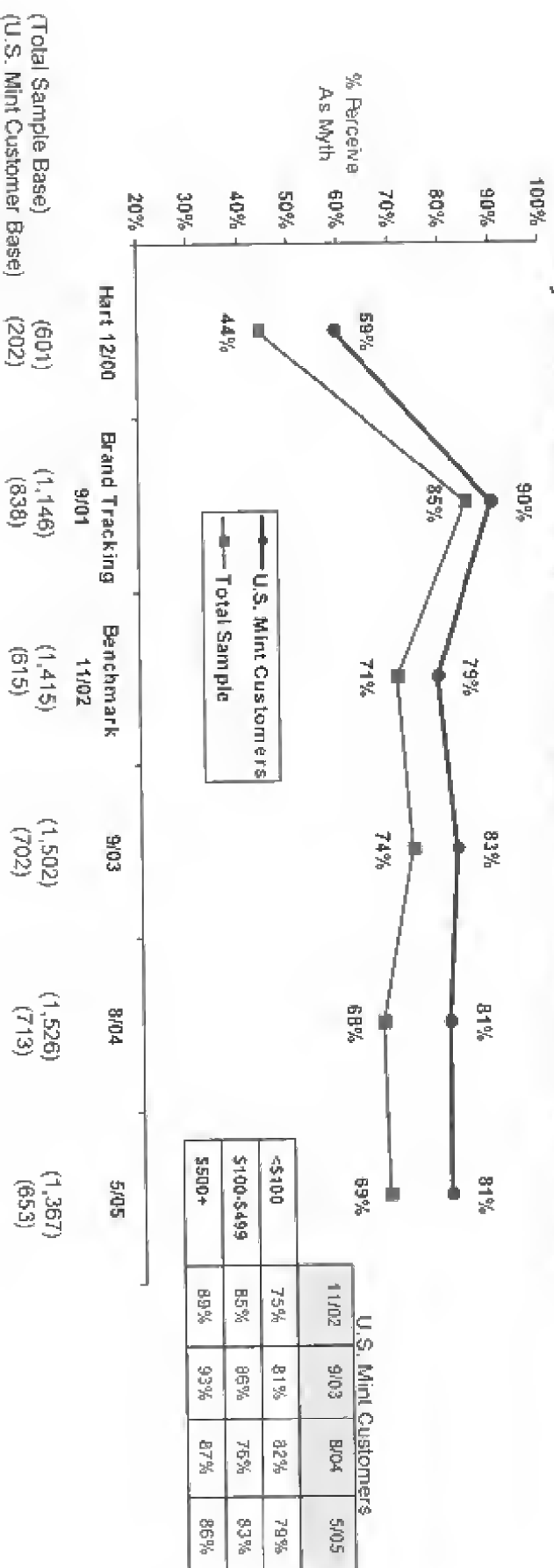
National Analysts, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Awareness of Program Features

KNOWLEDGE THAT Q50 QUARTERS DO NOT HAVE A HIGHER SILVER CONTENT REMAINS LOWER THAN 2001 PEAK AWARENESS LEVELS, BUT IT HAS REMAINED STEADY BETWEEN THIS YEAR AND LAST

Table 43

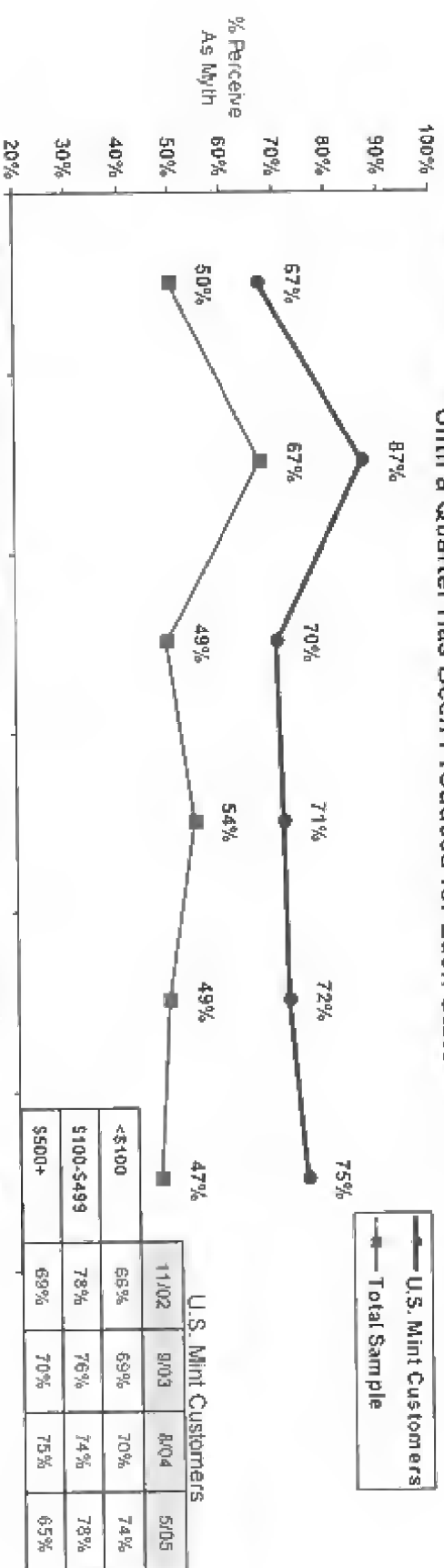
"Myth: The New Quarters Will Have a Higher Silver Content Than the Old Quarters"



KNOWLEDGE THAT THE U.S. MINT WILL NOT PRODUCE A NEW QUARTER EVERY MONTH ALSO REMAINS LOWER THAN PEAK 2001 AWARENESS LEVELS

Table 44

"Myth: The Mint Will Produce a New Quarter Every Month for the Next Few Years
Until a Quarter Has Been Produced for Each State"

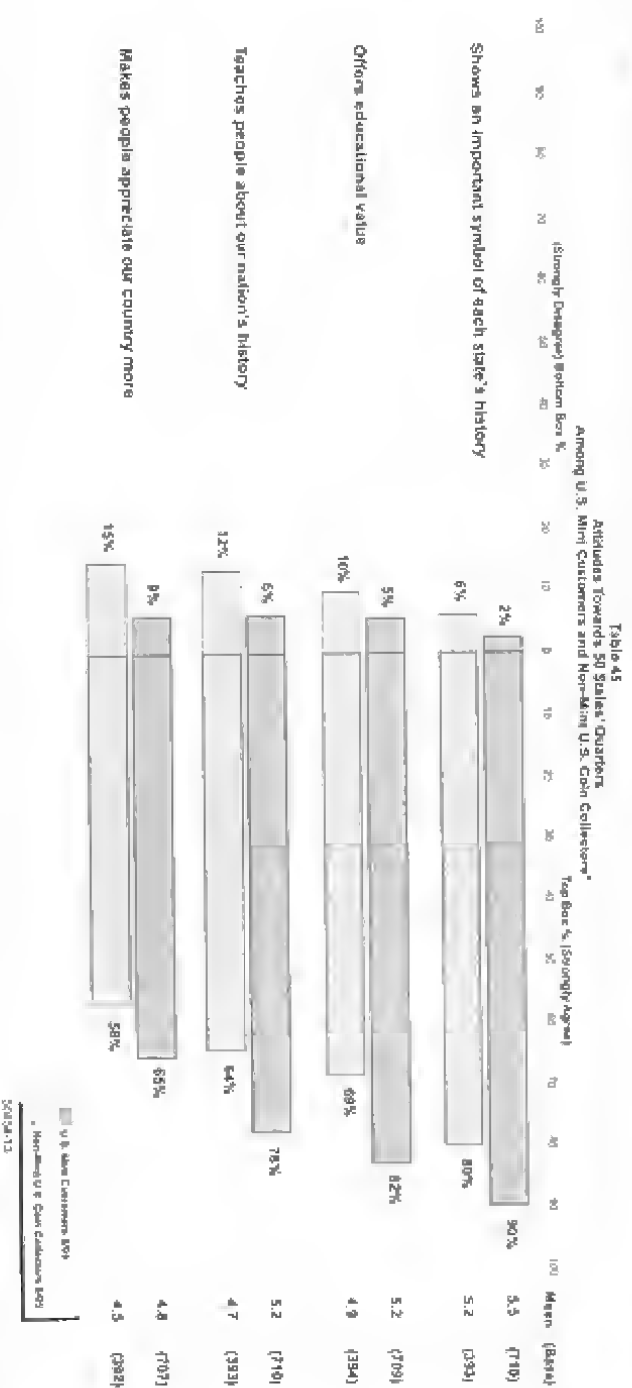


(Total Sample Base) (601) (1,171) (1,415) (1,503) (1,527) (1,436)
(U.S. Mint Customer Base) (202) (854) (615) (703) (714) (692)

Q50 Awareness, Attitudes & Behaviors... Program Attitudes

THE Q50 STATE QUARTERS PROGRAM OFFERS CLEAR BENEFITS WITH 90% OF U.S. MINT CUSTOMERS AND 80% OF NON-CUSTOMERS AGREEING WITH THE STATEMENT THAT IT SHOWS AN IMPORTANT SYMBOL OF EACH STATE'S HISTORY

- More than two-thirds of those queried believe the program offers educational value and teaches them about our history



* "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

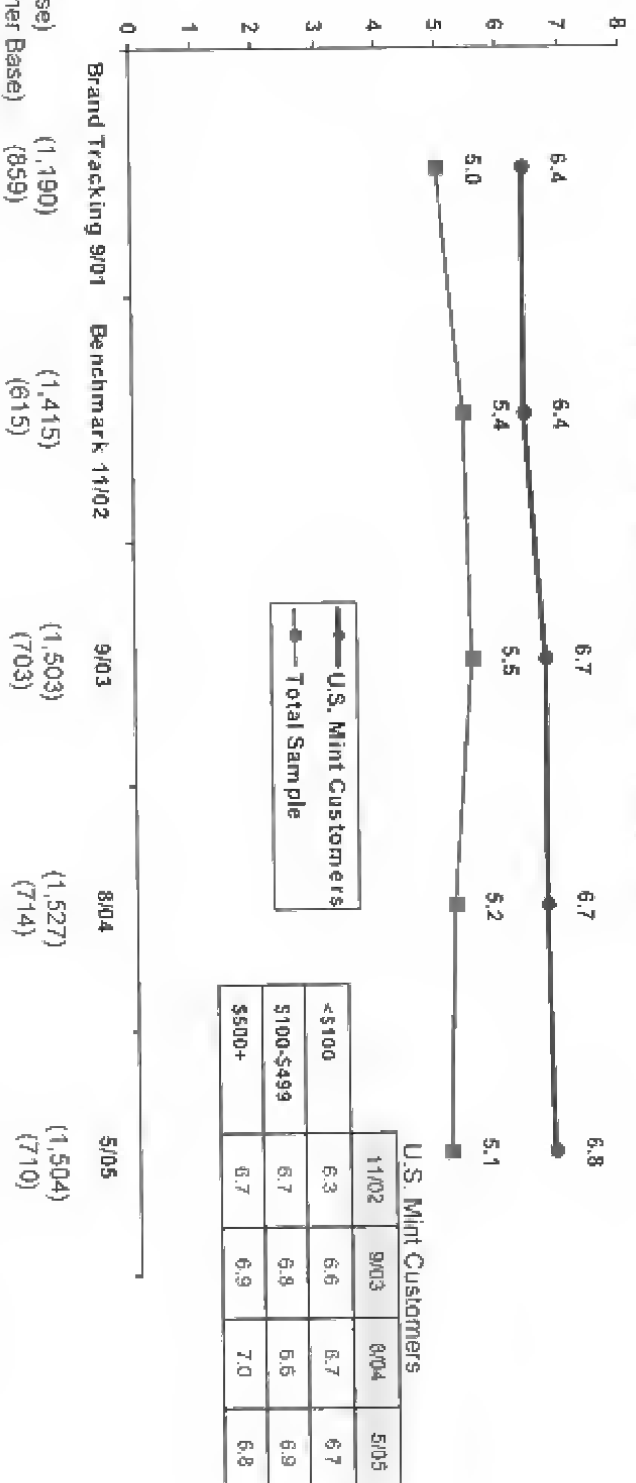
Note: Questions first asked in 5/05 survey. Hence, no prior statistics are available.

Source: Q.6b

National Analysis, Inc. (2005)

CONSIDERING ALL ASPECTS OF THE Q50 PROGRAM, KNOWLEDGE LEVELS HAVE REMAINED STABLE AMONG U.S. MINT CUSTOMERS OVER TIME, BUT HAVE FLUCTUATED FOR THE GENERAL POPULATION

Table 46
Overall Knowledge of the Q50 Program*
(Mean Number of Correct Responses Overall)



* Out of a possible 8 points.

Note: Composite score is based on knowledge of the Q50 program sponsor, knowledge that the U.S. Mint sells quarters, and knowledge of the six Q50 program features.

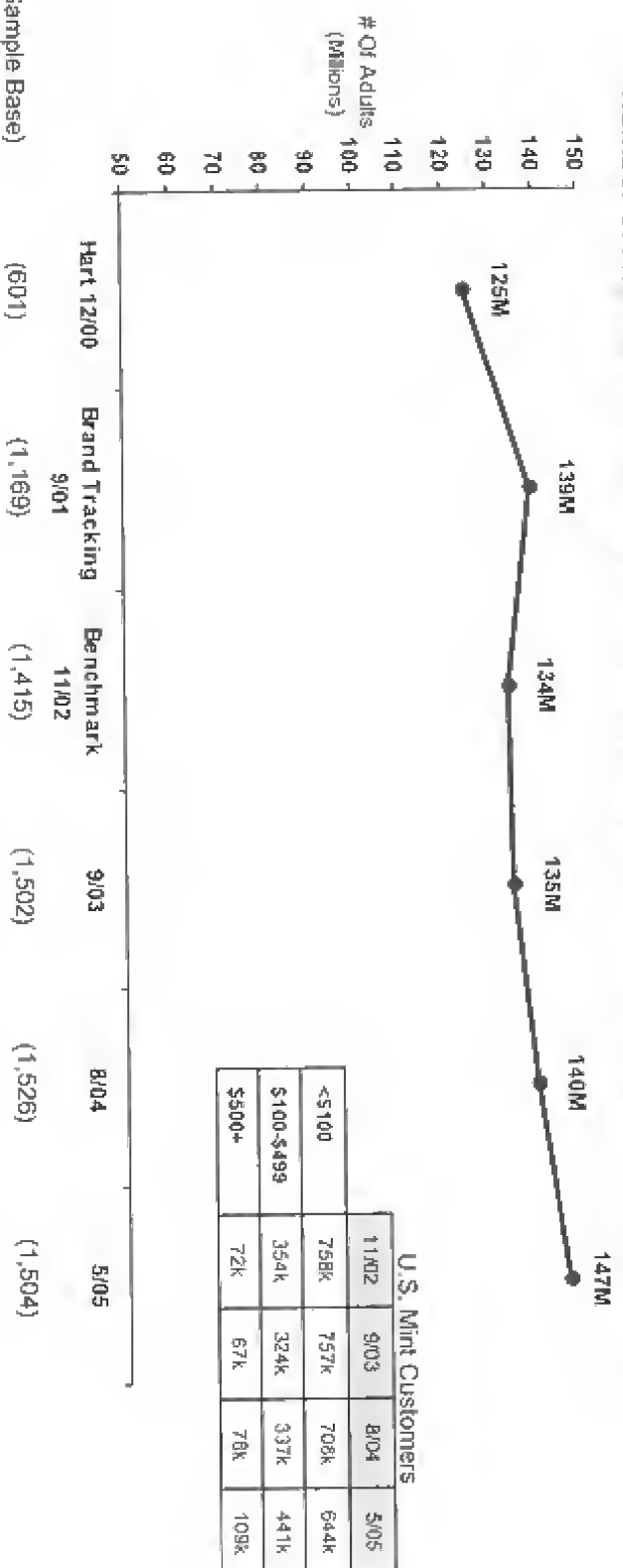
Source: Q.2a, Q.3a, Q.6a

National Analysts, Inc. (2005)

THE NUMBER OF ADULTS WHO HAVE MADE AN EFFORT TO SAVE, PUT ASIDE OR COLLECT STATE QUARTERS IS NOW ESTIMATED AT 147 MILLION, UP FROM A PREVIOUS HIGH OF 140M IN 8/04

Table 47

Number of Adults Who Made Personal Effort to Save, Put Aside, or Collect State Quarters



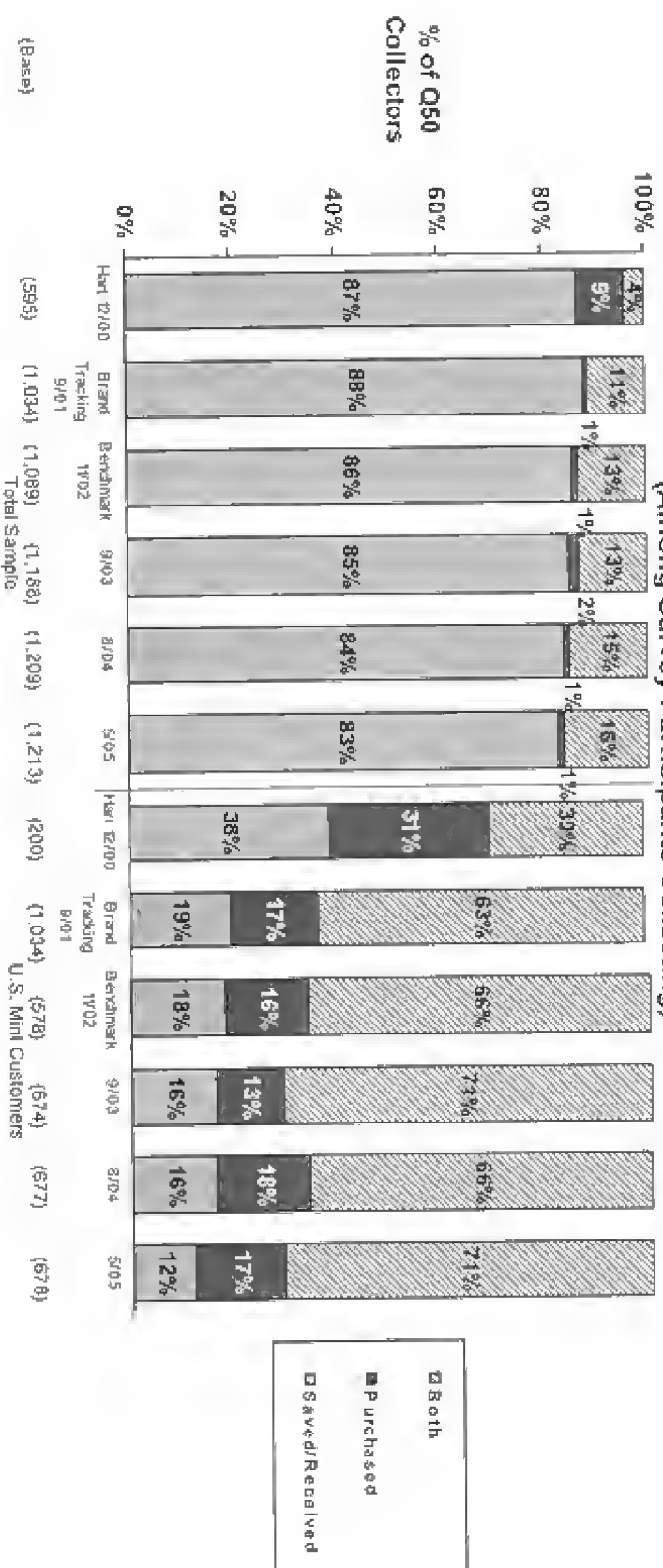
Source: Q.7; Brand Tracking Q.29b

National Analysts, Inc. (2005)

Q50 Awareness, Attitudes & Behaviors... Collecting Activities

PROPORTIONATELY FEWER U.S. MINT CUSTOMERS REPORT ONLY SAVING THE QUARTERS AND MORE ARE BOTH BUYING AND SAVING NOW COMPARED TO THE BENCHMARK SURVEY

Table 48
How State Quarters are Obtained*
(Among Survey Participants Collecting)



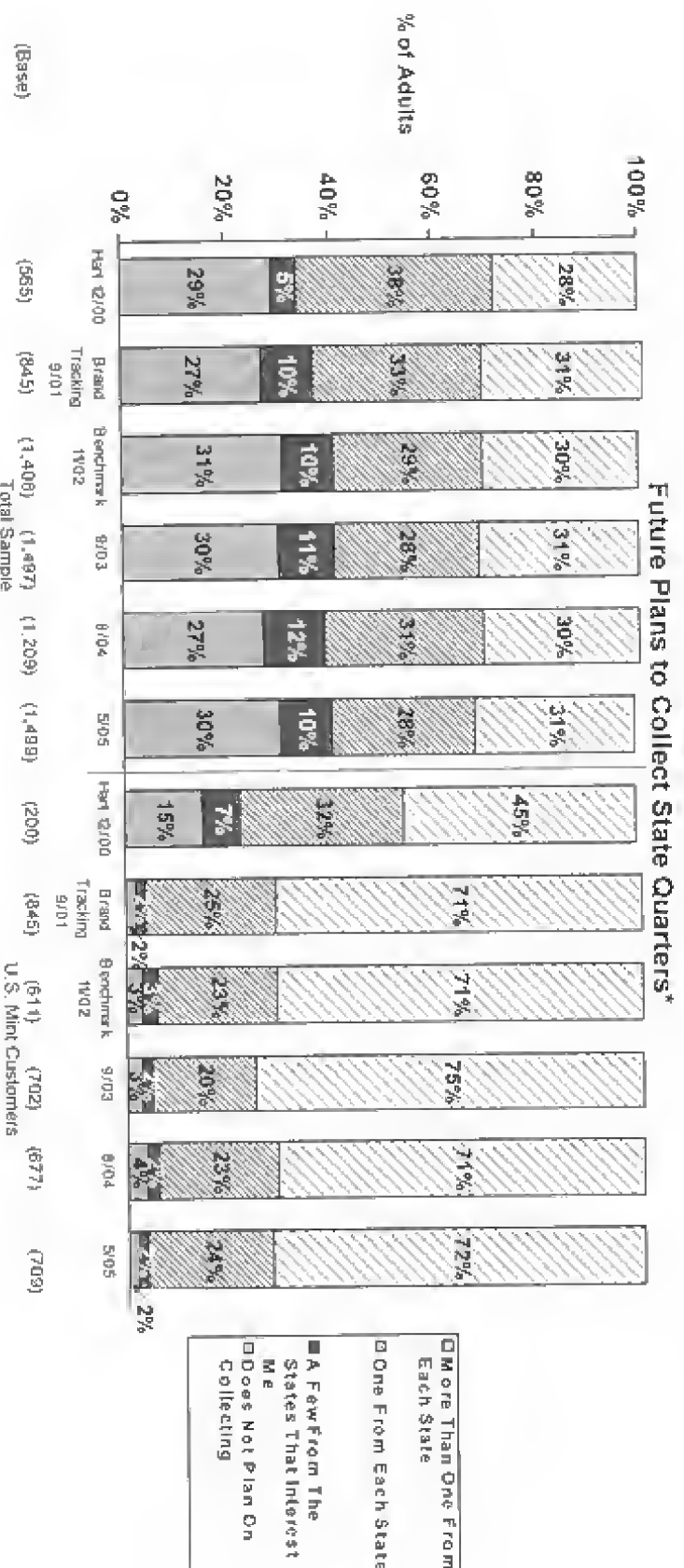
* May not sum to 100% due to rounding.

Source: Q.51 Brand Tracking Q.29d; Hwt Q.7

National Analysts, Inc. (2005)

**AMONG BOTH U.S. MINT CUSTOMERS AND NON-MINT CUSTOMERS,
FUTURE PLANS TO COLLECT STATE QUARTERS HAVE NOT CHANGED
SINCE THE BENCHMARK SURVEY**

Table 49



* May not sum to 100% due to rounding.

Source: Q.10; Brand Tracking Q.29g; Hat Q.9

THE CURRENT SURVEY'S RESULTS CONTINUE TO DEMONSTRATE THAT THE GENUINE CAMPAIGN IS HAVING AN IMPACT ON AWARENESS AND BRAND RECOGNITION, ESPECIALLY ON U.S. MINT CUSTOMERS

- Across the waves, ad recall has remained consistently high, with 77% of U.S. Mint customers and 42% of non-customers being aware of them in this survey
- Recognition of the advertising themes and selected products is on the rise
 - Three or more correct themes up from 26% to 46% for U.S. Mint customers and from 19% to 25% for non-Mint customers
 - Awareness of Jefferson Nickels increased dramatically from last time (32% increase among U.S. Mint customers and 25% among non-Mint customers)
- Overall brand recognition has held steady among non-Mint customers at 48% and grown among U.S. Mint customers from 85% in the Benchmark survey to 92% in the current wave of data collection
- Even product portfolio familiarity and knowledge is improving over time, with a decreasing percentage of U.S. Mint customers reporting that the U.S. Mint produces colorized, painted, antique, and foreign coins

IN ADDITION, PERCEPTIONS OF THE U.S. MINT AND ITS PRODUCTS ARE OUT-DISTANCING COMPETITORS AND RISING AS WELL

- Perceptions of authenticity of the products offered (i.e., perception of “genuineness”) now at 98% among U.S. Mint customers and 88% among non-Mint customers
 - Well above its nearest competitor at 35% and 58%
- Similarly, the perceived educational value and investment potential of U.S. Mint products have increased over time
 - Highly Educational: 79% vs.. 87% and 67% vs.. 69% for U.S. Mint and non-Mint customers respectively between Benchmark and current survey
 - Very Sound Investment: 78% vs. 86% and 70% vs. 75% for U.S. Mint and non-Mint customers respectively between Benchmark and current survey
- Attitudes towards giving U.S. Mint products as gifts are trending up among U.S. Mint customers as is their interest in collecting coins

THE U.S. MINT WOULD BE WISE TO CONTINUE ITS GENUINE CAMPAIGN TO ENSURE BRAND RECOGNITION REMAINS HIGH AND AMPLE TIME IS GIVEN TO ATTRACT AND RETAIN NEW, SERIOUS, LONG-TERM CUSTOMERS

- This wave's results show that more Americans are saving, putting aside, or collecting state quarters than ever before – now estimated at 147 million
- In addition, the estimated number of past year customers is higher than in the recent past
- The Genuine Campaign strikes a cord with many, prompts a large percentage (as many as 40%) to make a purchase, and has increased perceptions of U.S. Mint products

(Continued)

Conclusions & Recommendations...

- Stepping up the campaign with greater emphasis on both the products and long-term benefits should reinforce and strengthen these positive outcomes; give consideration to...
 - More ad placements, if budget permits
 - Continued emphasis on suitability for gifts (for oneself and others) as the holidays approach
 - Featuring exciting new products (e.g., Jefferson Nickels, commemoratives, etc.) that demonstrate the U.S. Mint's commitment to product innovation, artistry, craftsmanship, and documenting America's history

APPENDIX

- Benchmark Survey Demographics & Media Habits
- Questionnaire

Appendix... Benchmark Survey

Demographics by Customer Status

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100 - \$499 (%)	\$500+ (%)			
Gender								
Male	38	59	51	70	89	38	47	38
Female	62	41	49	30	11	62	53	62
Age*								
18-34	32	14	17	8	3	32	22	26
35-54	44	34	34	34	33	44	54	47
55 or over	23	53	49	59	64	23	24	27
Presence of Children**								
Have children under 18 years	40	22	25	18	15	40	39	40
Have children newborn to three years of age	39	32	35	24	31	39	39	40
Have children preschool or kindergarten age	27	25	30	13	16	27	18	29
Have children in grade school	49	59	63	48	57	49	57	54
Have children in high school	34	34	29	45	42	34	31	35
Presence of Grandchildren**								
Have grandchildren	30	46	44	49	50	30	32	37
Have grandchildren newborn to three years of age	62	43	41	46	47	62	64	63
Have grandchildren preschool or kindergarten age	42	41	39	42	57	42	39	46
Have grandchildren in grade school	54	61	62	59	62	54	41	66
Have grandchildren in high school	29	40	40	42	38	29	24	34
(Approximate Base)								
	(1,415)	(615)	(195)	(310)	(110)	(800)	(669)	(338)
(Continued)								

* May not sum to 100% due to rounding

** Does not sum to 100% due to multiple responses.

Source: Q.35, Q.37, Q.38, Q.39, Q.40, Q.45

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Demographics by Customer Status

Demographics of Customers									
	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)	
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)				
Education*									
High School or less	28	25	26	22	21	28	26	32	
Some College	24	26	25	28	30	24	31	24	
College Graduate	32	28	25	34	30	32	32	30	
Post Graduate Degree	16	21	24	16	20	16	11	14	
Total Household Income*									
Less than \$20,000	22	14	15	13	6	22	9	20	
\$20,000 to \$49,999	45	36	36	37	36	45	48	49	
\$50,000 to \$74,999	15	24	24	23	23	15	20	16	
\$75,000 or more	18	26	24	27	36	18	22	15	
Employment Status*									
Full-time	56	41	42	39	38	57	56	55	
Part-time	12	10	12	6	3	12	10	11	
Retired	15	39	34	48	52	15	20	18	
Not Employed or Student	16	9	11	7	7	16	13	16	
(Approximate Base)	(1,415)	(615)	(195)	(310)	(110)	(600)	(632)	(327)	

* May not sum to 100% due to rounding.
Source: Q.36, Q.41, Q.42

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Magazine Readership by Customer Status*

% Reading Magazines a Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
News	30	33	32	37	28	30	40	28
Educational, Science or Nature	15	20	20	19	20	15	19	15
Sports	13	15	14	15	18	13	18	16
Home & Garden	13	11	13	8	6	13	15	13
Business or Personal Finance	10	12	10	16	23	10	9	11
Entertainment	10	7	7	7	5	10	12	8
Family or Parenting	9	5	6	4	1	9	7	9
Fashion	9	3	4	1	3	9	11	8
Hobbies or Collecting	9	13	10	17	31	9	7	11
Popular Culture	6	2	1	3	1	6	10	4
Automotive	4	6	5	8	8	4	5	5
% Reading Magazines a Little/Not Regularly	30	29	31	26	24	30	30	29
(Approximate Base)	(1,413)	(614)	(195)	(310)	(109)	(799)	(673)	(341)

* Does not sum to 100% due to multiple responses.
Source: Q.27

National Analysis, Inc. (2005)

Appendix... Benchmark Survey

Newspaper Readership by Customer Status*

% Reading Newspapers on a Regular Basis	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Town, county or other local weekly	64	61	60	65	59	64	58	67
State, regional, metropolitan weekend	61	71	72	69	78	60	65	59
State, regional, metropolitan daily	56	62	63	57	70	56	66	56
National	27	33	37	27	31	26	37	26
Business	17	19	17	20	30	17	23	17
% Not Reading Newspapers Regularly	11	8	7	9	7	11	10	8
(Approximate Base)	(1,412)	(613)	(195)	(310)	(108)	(799)	(672)	(341)

* Does not sum to 100% due to multiple responses.

Source: Q.28

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Network Television Viewership by Customer Status*

% Watch Network Television Programs a Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100- \$499 (%)	\$500+ (%)			
News	63	75	78	71	72	63	75	67
Movies	50	41	43	39	28	50	48	52
Educational/Documentaries	46	49	47	50	65	46	54	48
Sports	31	35	34	36	48	31	37	33
Dramatic Series	27	22	23	20	20	27	28	32
Sitcoms	25	16	18	12	15	25	33	24
Game Shows	10	12	12	10	9	10	12	12
Talk Shows	14	10	9	12	14	14	18	15
% Watch Network Television a Little/Not at all	9	8	7	11	6	9	7	8
(Approximate Base)	(1,413)	(614)	(195)	(310)	(109)	(799)	(673)	(341)

* Does not sum to 100% due to multiple responses.
Source: Q.22

National Analysis, Inc. (2005)

Appendix... Benchmark Survey

Cable Access & Frequency of Viewing by Customer Status*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Cable Access								
% with access	78	83	84	80	82	78	80	77
(Base)	(1,413)	(614)	(195)	(310)	(109)	(799)	(673)	(341)
Channels Watched*								
% watch at least one a lot	81	81	81	80	81	81	89	82
% watch moderately	18	17	17	19	16	18	11	18
% watch none at all	1	2	3	1	3	1	<1	<1
(Base)	(1,125)	(504)	(164)	(249)	(91)	(621)	(551)	(264)

* Channels include Discovery, History Channel, Learning Channel, Lifetime, A&E, HGTV, Animal Planet, Hallmark Channel, Fox News Network, AMC, and CNN.
Source: Q.23, Q.24

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Cable Television Viewership by Customer Status*
(Among those with Cable TV Access)

% Watching Cable Television Channels A Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100- \$499 (%)	\$500+ (%)			
Discovery	49	50	50	49	59	49	57	54
TNT, TBS or other general entertainment	42	35	35	36	35	42	42	49
The History Channel	34	43	40	46	53	34	35	38
The Learning Channel	31	27	26	29	26	31	42	33
Lifetime	31	20	21	20	13	31	35	35
Fox Family Channel	28	23	25	20	21	28	34	35
A & E	25	32	32	33	29	25	38	27
Home and Garden	15	16	17	11	15	15	17	16
The Food Network	12	13	13	13	13	12	23	11
(Approximate Base)	(1,122)	(503)	(164)	(248)	(91)	(620)	(549)	(263)

* Does not sum to 100% due to multiple responses.
Source: Q.24

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Times of Day & Week Radio Listened To by Customer Status*

		Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
				<\$100 (%)	\$100- \$499 (%)	\$500+ (%)			
Time of Week Listened to the Radio*									
Weekdays	25		23	25	20	19	25	28	26
Weekends	5		2	2	2	5	5	5	4
Both	54		48	47	48	51	54	55	56
Neither	17		27	25	30	25	16	11	15
(Approximate Base)	(1,409)		(611)	(194)	(308)	(109)	(798)	(670)	(341)
Time of Day Listened to the Radio**									
Early morning	81		76	75	77	78	81	81	80
Late morning or afternoon	67		62	62	62	67	67	60	73
Early evening	54		53	56	47	42	54	59	55
Late evening	36		30	30	30	24	36	34	37
(Approximate Base)	(1,113)		(457)	(149)	(223)	(86)	(656)	(509)	(285)

* Sites include Yahoo, new sites like CNN, eBay, Amazon.com, and retail store, financial and government sites.
Source: Q.29, Q.30

Appendix... Benchmark Survey

Internet Access & Frequency of Key Site Usage by Customer Status

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Internet Access								
% with access	70	69	69	69	67	70	76	69
(Base)	(1,414)	(614)	(195)	(310)	(109)	(800)	(673)	(341)
Key Site Internet Usage*								
% use at least one a lot	58	66	65	67	76	58	56	56
% use moderately	36	31	33	28	20	36	35	36
% use none at all	6	3	2	5	4	6	9	6
(Base)	(990)	(427)	(136)	(218)	(73)	(563)	(472)	(234)

* Does not sum to 100% due to multiple responses.

Source: Q.30

National Analysts, Inc. (2005)

Appendix... Benchmark Survey

Key Site Internet Usage by Customer Status*
(Among those with Internet Access)

% Visiting Internet Sites A Lot	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100- \$499 (%)	\$500+ (%)			
Yahoo	33	28	30	26	25	33	29	33
News sites like CNN	19	22	22	21	21	19	24	17
eBay	14	17	14	20	29	14	22	14
Websites of retail stores	13	10	11	10	11	13	13	14
Financial sites	10	16	14	16	36	9	16	9
Government websites	9	11	7	17	24	9	11	12
Amazon.com	8	8	7	7	11	8	11	10
(Approximate Base)	(989)	(427)	(136)	(218)	(73)	(562)	(472)	(234)

* May not sum to 100% due to rounding.

** Does not sum to 100% due to multiple responses.

Source: Q.25, Q.26

National Analysts, Inc. (2005)